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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXIV

NEW YORK, JULY 21, 1928

No. 3

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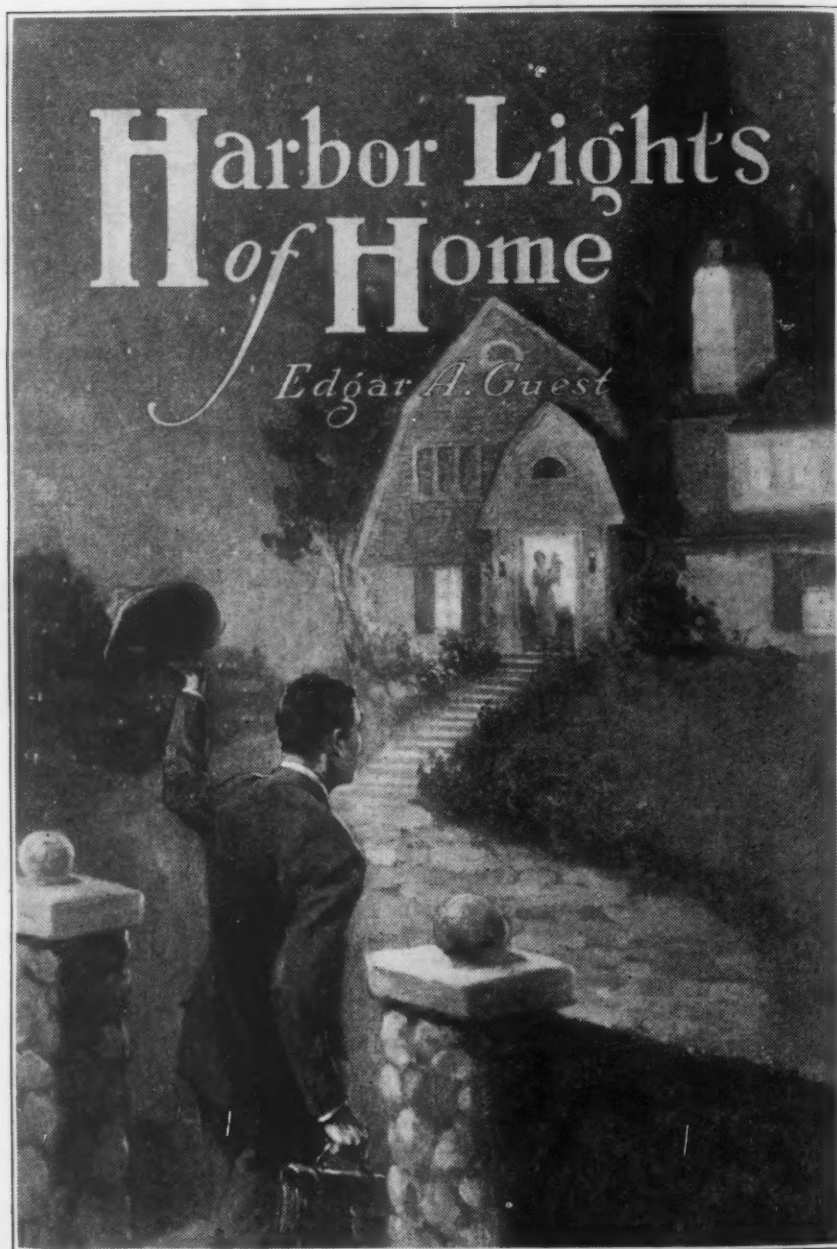
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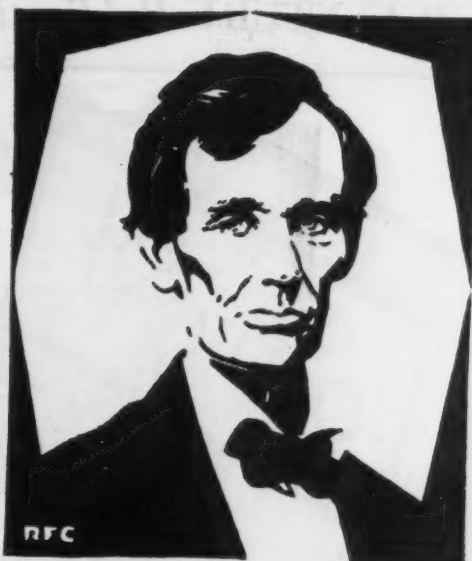


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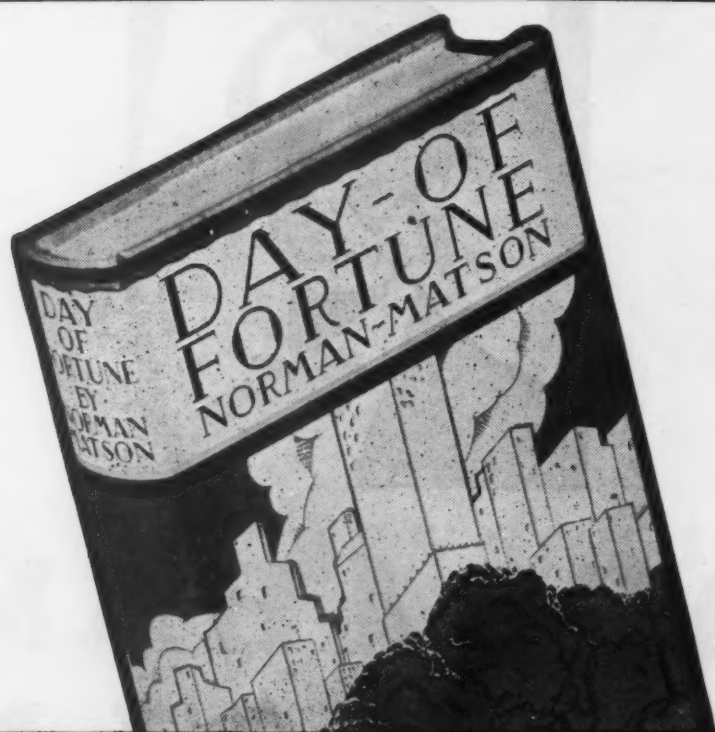
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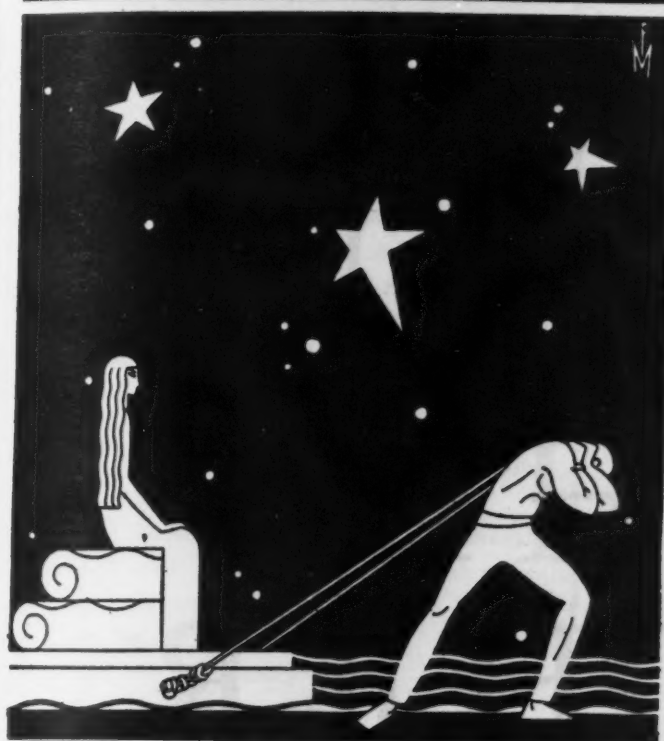
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221

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Franklin K. Mathiews

Chief Scout Librarian of the Boy Scouts of America. His efforts through the years have been to make available better books and reading, and to inculcate in authors and publishers a higher standard of literature for children. He is the "Father" of "Children's Book Week." He is the editor of "The Boy Scouts Year Book" and "Every Boy's Library," as well as a number of other books for boys.



Ruth G. Hopkins

Librarian of the Polytechnic Country Day School of Brooklyn. Miss Hopkins has worked in the field of children's reading at Pittsburgh, Calgary, Bridgeport, Youngstown and Brooklyn. She has had continuing contact with the boys and girls themselves which has added to the experience gained in handling the books of the past and the present.

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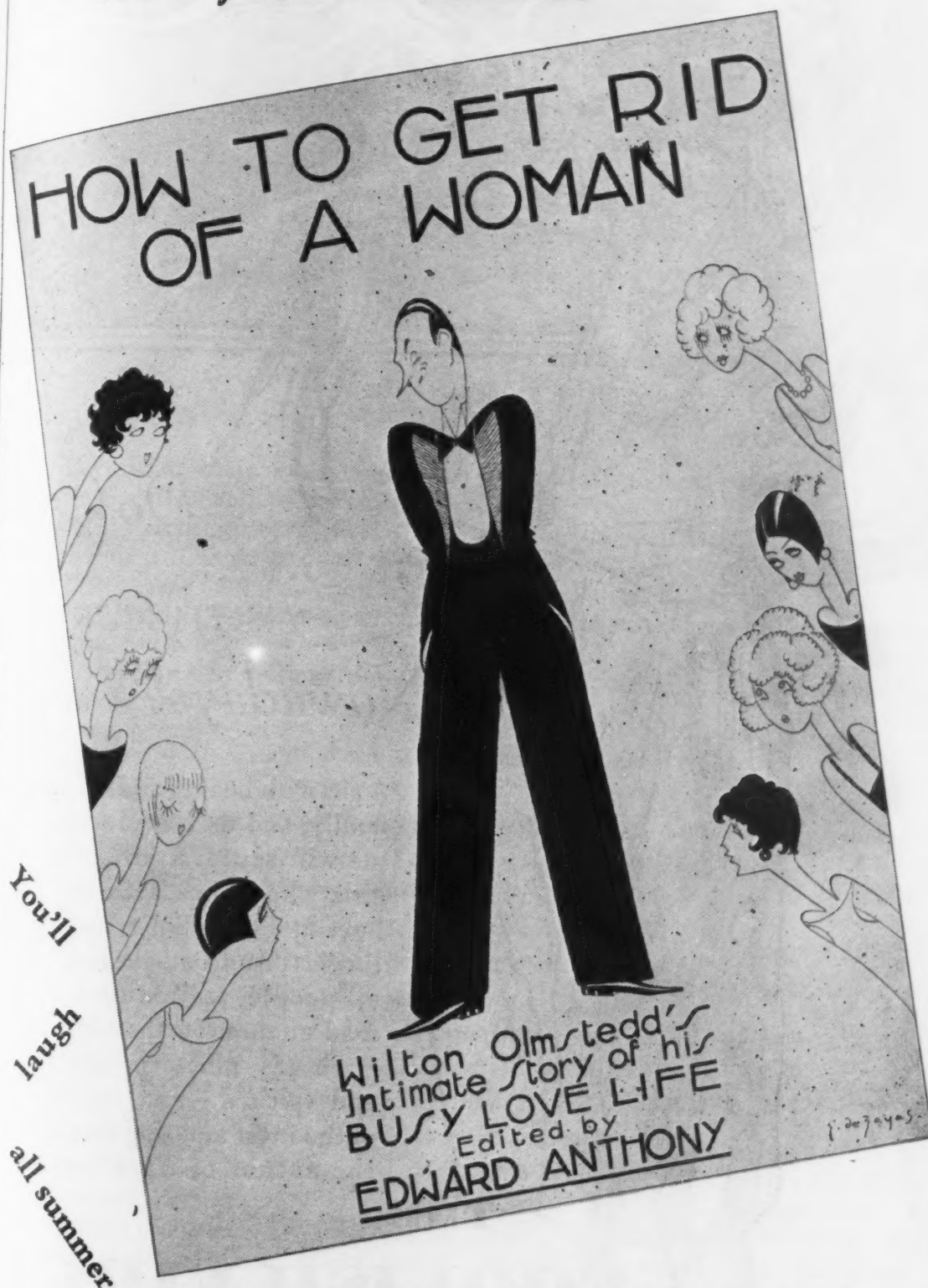
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JULY 21, 1928

Can Books Be Sold by Caravan?

*Eight Years of Experimenting with Itinerant Bookselling
on the Summer Highways*

IF there is anything more romantically interesting than selling books, it is selling books from a caravan, and the idea of doing this will come up again and again until the method and technique become gradually perfected—and even when caravanning does not prove a complete success there will be the delight of doing it just the same.

Robert E. and Pauline Sherwood may be considered the pioneers in this experiment, as these New York booksellers started from Chicago in 1893 with a wagon and a load of books and sold them all the way thru, up the western side of Lake Michigan. This was before they came to New York and started Sherwood's Bookstore on John Street.

The present-day development of the caravan must, however, date back to Christopher Morley, and the story of "Parnassus on Wheels" which drew such a delightful picture of the charm of travel bookselling that everyone who cares for books or the open road—and who does not?—began to dream of such an enterprise.

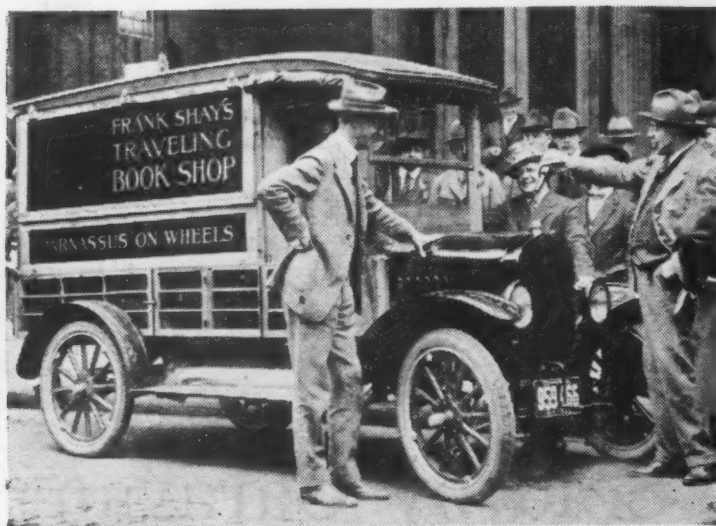
There were earlier examples in the li-

brary field, especially the enterprise at Hagerstown, Md., but it was Mr. Morley who inspired that enterprising pioneer of the Bookshop for Boys and Girls in Boston, Bertha E. Mahony, who in the winter of 1919-20 asked a group of publishers to-

gether and presented to them a concrete budget and a program for sending a caravan out over the New England roads. Her enthusiasm gained support and a beautiful car was built for the purpose on a heavy truck foundation, one that required two people to take charge of it. It started on its first trip in July, 1920, down over Cape Cod, with Mary Frank of the New York Public Library and Gene-

CAN books be sold by caravan? This résumé of the activities of the book caravans in eight years of experiment would seem to indicate that they very successfully can. In the July 7th "Publishers' Weekly" Lesley Frost, of the Open Bookshop of Pittsfield, Massachusetts, told of her experiences with a caravan, "The Knapsack of the Open Door." In this issue Doris Patee tells about the Hampshire Bookshop adventures in itinerant bookselling. Parson Weems set a style which has become popular a good while after his day.

vieve Washburn of Duluth on the seat, journeying from place to place and stopping in each town at a central or open spot selected in advance. Then back, across the North Shore into Maine, across New Hampshire into Vermont and down home again. In the fall it visited the clubs in the suburbs and a library convention at Lake Placid and stirred up interest in Children's Book Week. In the following



Christopher Morley Christening Frank Shay's "Parnassus on Wheels," which sold books up and down Cape Cod in 1922

year it made a similar excursion. The car was one that called for considerable expenditure to run and it was necessary to do good business at each stop in order to make it pay. Sales averaged from \$100 to \$200 at each stopping place. A moving picture of the car was taken thru the planning of Joseph Anthony, then connected with the National Association of Book Publishers, and the release of this film thruout the country added to the publicity obtained. The idea was later abandoned and the car sold to a county library.

In 1921, D. Appleton & Co. was sponsor for a further experiment, and put out a Ford truck on the roads of Long Island during the vacation season. They put E. J. Clode, Jr., an experienced salesman in charge, and he carried about 500 books from the Appleton list. The firm wished to test out a territory and to judge of the possibilities of new outlets in the region.

The next enterprise was the caravan of Frank Shay, who in 1922, had a flivver which went out from the picturesque fish-house bookshop which he then conducted at Provincetown. Assembling a load of books, he toured back and forth from this point, making thrice a week stops up and down the Cape. Mr. Shay used his car for hard traveling, and while he made sales he also had heavy depreciation, as the car wore out rapidly.

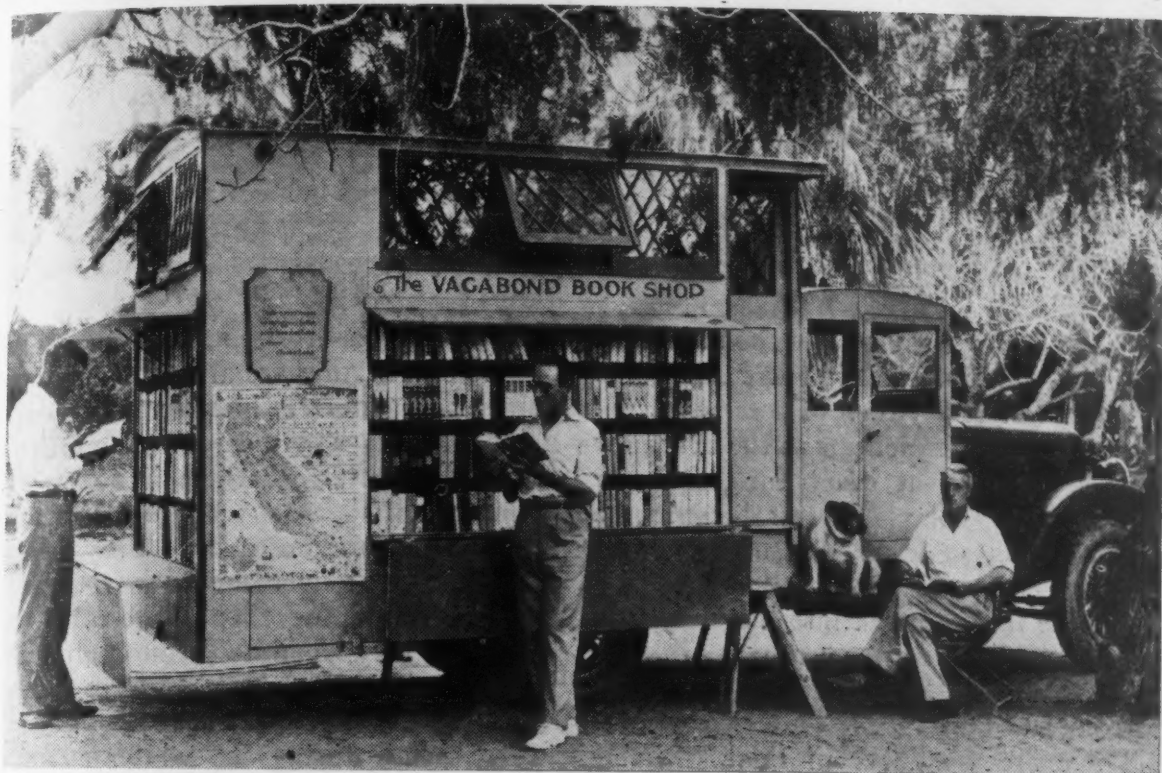
Perhaps the next enterprise of the kind was that under Arthur Allen who, with Mrs. Allen, toured out from Indianapolis in the same year. They went up thru the resorts of the Michigan peninsula, where the Sherwoods had pioneered thirty years before. They found their largest success

at the resorts and not in the small towns.

Perhaps the next venture in this direction was that launched by Marion E. Dodd, the imaginative manager of the Hampshire Bookshop, Northampton, Mass., and her shop pursued the plan for four years, finding its best customers among the summer camps which are scattered thru New England. As Miss Dodd has stated, her reasons for the enterprise were partly to put to good use the spare time of the staff in what is a dull season in a college town, to make contact with people who come to New England from all over the country in the summertime



The caravan which Bertha Mahony started and which Mary Frank and Genevieve Washburn drove thru New England in 1920



A view of The Vagabond Bookshop which has traveled from California to Colorado and is continuing on its way with its large stock of books

and thus bring indirect returns, and to increase the otherwise low volume of business in summer. This venture was carried on with the utmost economy and after all overhead was charged in, including salaries of the people involved, it covered expenses and yielded a very slight net profit.

The next year Lesley Frost, whose venture is described in the *Publishers' Weekly* of July 7th, and who had been trained at the Hampshire Bookshop, started from her Pittsfield bookshop in a truck called the *Knapsack* and successfully toured many camps and resorts, especially in central Massachusetts and on Cape Cod.

Another disciple of the Hampshire experiment is Alice Blanchard of the Every-day Bookshop of Burlington, who, without the use of a special truck, has simply loaded her Dodge roadster with books in extension cases and has set out by previous arrangement to camps and inns in Vermont, where her wares are spread forth, orders taken and publicity for the shop achieved for future mail business. Camps welcome her as part of an educational program and the inns find her visits a pleasant diversion for their guests.

Radcliffe College, too, is not to be behind her sister institutions and The Radcliffe Rambler has made a good start this year

onto New England Highways, under the direction of Mrs. David F. Strong. It would almost seem as tho caravans might become an extension activity of the women's colleges.

Still another caravan is reported, that put out by Mrs. Sara Armstrong of Framingham Center.

Still another development has come from this college bookshop field. Three years ago Lena Ware of the Vassar faculty and Lucy Huber, a student, started the Book Worm Express, which has proved one of the happiest experiments in the field, and after their year of travel they sold the car to Cora Carter and Muriel Haines for another year's travel, and they in turn have taken on additional partners this year, including Elizabeth Pitney of Morristown. They are planning to visit the Adirondacks, Vermont and New Hampshire. In the meantime Wellesley is not to fall behind her sister colleges, and the Hathaway House, while not running a caravan, has taken on a truck in order to make possible a branch store in Peterboro, N. H., and Miss Gordon is toying with the idea of a rental library which could be run on a circuit basis, so that people would be visited by her truck once a week and thus exchange books.

Automobile Bookselling

Doris Patee

Hampshire Bookshop

ITINERANT bookselling tho not a new project, has received a decided boom these last few years. Those who considered themselves pioneers in the field now meet competitors at every turn, and the Parnassus on Wheels is fast becoming a very common sight on the summer highways. Tho the Hampshire Bookshop was one of the first to break into this field, and our seasons have been most successful, we feel that this phase of bookselling is still an experiment.

There are a number of unquestionable recommendations for this plan of selling books by automobile at summer camps and hotels. It serves as a means of increasing sales during a dull period; is one of the best forms of advertising; and is excellent book-selling experience. Most shops located in the city or college town note the inevitable slump in their sales during the summer months when people leave town in large numbers. Mail Order business fills in to a certain extent, but even these out-of-town connections and the transient customer who drifts in cannot raise the daily receipts to keep in line with the other months in the year. Many shops are over-staffed, too, during this period, for in order to have sufficient and efficient help for the busy months, these same people must be kept on the pay roll during the quieter summer season when they are not actually needed. A couple of these people thoroly experienced in bookselling, sent out into carefully selected districts can raise the summer sales to most satisfactory figures. Then, too, there is nothing so successful as word-of-mouth advertising. A "Bookshop visit" with an attractive display of interesting books, in charge of friendly, accommodating and well-informed persons, can be made an event in the Camp schedule. (We speak in general of summer camps, as our experience has been largely in this field.) All of us who have ever spent any time at a summer hotel know the fascination of a traveling vender, whether he is showing

Armenian laces or telling fortunes. Young people on vacation are always highly entertained and genuinely interested in any event which breaks a bit into their customary routine. "After all, there is nothing like a good book" is a good slogan for vacationists looking for amusement. They have the leisure to look over the books on display, inquire about the shop represented, and make a very definite connection which usually continues. One stumbles onto all kinds of possible projects. A councillor who teaches during the winter at an exclusive boarding school is pleased with the books and service and asks about additions to her school's library, resulting in a substantial fall order. An enthusiastic group of people, who, as they disperse to all parts of the country, bear a good word for your shop and carry with them your catalogs and many of them, of course, your books, can certainly advertise your shop in the most satisfactory manner.

Any type of bookselling which reaches out into a new field and brings you into contact with new groups and problems is excellent training for the bookseller. During these days at camp when people swarm about the tables, one never knows what question may come next. "Do you know a good book on model airplanes, on making blue-prints, on the . . . system of dancing, on chicken raising?" It's great fun to be able to give the answer, at once, or better than that produce the book, but if this is impossible, the promise of a report in a few days is usually quite satisfactory.

As to the procedure of this summer campaign, each shop works out its own plan. By carefully studying handbooks and summer resort lists, taking always into consideration any personal connections, an itinerary can be made out early in the spring and definite dates arranged at the convenience of the camps. (It saves time to make out this route ahead even if new stops are added en route.) We prefer to

make short trips of possibly a week, returning to the shop for checking up stock, attending to special requests and adding to the exhibit. We might say right here that this bookselling by machine, with day stops, much packing and repacking, ceaseless book conversations with every new group,—is a strenuous existence, and the few days intermission is not only refreshing and a more convenient plan, but almost a necessity. We have found it impracticable to sell books outright on account of keeping the exhibit intact for the full schedule of displays, and also to simplify the vender's license regulations. The books carried serve as samples from which orders are solicited. These orders are mailed back daily to the shop and filled promptly, along with any inquiries which the staff at the shop can attend to. By dividing up the trips this way special displays can be added of particular interest.

It has been interesting to check up the best sellers for boys' and girls' camps:—adventure stories, detective tales, good fiction, nature stories and manuals, a generous measure of poetry of all kinds, and standard titles in pocket editions. Some people devote their vacation reading to the last book from the press, but many use this time to read the fine old books they have always intended to read sometime, and outstanding titles which they have had to pass by in the busy days of school and business. How these people seize upon "Wuthering Heights" in the World's Classics or small English edition, "Green Mansions" or "Romance of Leonardo Da Vinci" in the *Modern Library* edition, or some title in Burt's dollar classics! Such an exhibit as our shop would take on such trips would be a picked lot of books keeping in mind the ages and interests of the prospective customers. Every good book will sell provided it is not too large and bulky. Often one title of an edition will be sufficient to sell all the others in the series. Selecting the books to take with you is a real game, but one at which experience is the only successful teacher and criterion.

The provision for carrying the books is a problem. A very beautiful book truck with plenty of display space, carefully built so the books can be shown en route with very little repacking would be ideal, but such equipment is very expensive. We carry our books in small cases which can be lifted in

and out of any car fairly easily. Of course, another requirement for a traveling bookman is clever packing ability.

So far everything seems in favor of this bookselling by automobile, but there are difficulties and perhaps it is best to mention them, since we have said that this phase of selling books is still in an experimental stage. In the first place, there is a certain amount of wear upon books taken about this way, with even the best of traveling equipment, and most of us cannot afford the best for such a short season. Then there is the complication of handling so many new accounts. Payment for purchases through camp managements involving the securing of parents' approval, with delays and cancellations, is always a difficult procedure. From personal experience we can report the hearty co-operation of camp directors who are cordial in letting us visit their camp and who consider the Bookshop exhibit one of the most interesting events on the summer schedule. They demonstrate their approval even further by assisting in every way with the announcement and arrangement of the display and the follow up of orders and accounts. But in spite of all this co-operation on the part of many camps, there are many others who do not find a camp sale justifiable, and we understand this point of view also. Boys and girls go to camp with a definite allowance, and the directors discourage anything which adds to the expense of the campers. The days are full of carefully planned entertainment, and a good camp library provides reading for the quiet hours. And even if they allow one shop to come, more than one visit a season would not be profitable or possible. Thus, with caravans increasing, a limited campaign is inevitable. It becomes a race as to which shop gets there first, or in whose territory the field legitimately lies. Unless we can come to some agreement about each other's field, bookselling by automobile will soon run itself right out of existence. The local shops or summer branch stores whose sales are eaten into by these traveling bookshops must also have a story to tell. Shouldn't they be protected? This idea, itself, is an excellent one, we feel, and can be developed to increase the business of individual shops and widen the field of bookselling, but must not be overdone.

Publicity Over the Radio

Charles H. Brown

Librarian, Iowa State College, Ames, Iowa

IN publicity broadcast by radio there is need of perspective, commonsense and an understanding of some principles of publicity as applied to this new form of communication, the radio. Unless there is this understanding, publicity over the radio may be an injury rather than a help.

There should be a clear distinction made between publicity and advertising. Publicity is the more general term, and includes advertising. Wilder & Buell in "Publicity" define publicity as the "organized and deliberate effort to enlist the support of the public for an idea sponsored by any given group for any definite purpose." Advertising, on the other hand, is used for a narrower field, that of familiarizing the public with the trade name or manufactured product, chiefly through paid space in newspapers and periodicals, but also by paid rental of a broadcasting station. Radio broadcasting must be more publicity than direct or indirect advertising. In fact, direct advertising over the radio is not allowed by reputable stations.

Several principles have been laid down regarding publicity in general which apply especially to publicity over the radio. These principles must be borne in mind if a program is to be a success.

First. Any publicity must be backed up by service. If you cannot give service, let the publicity go until you can.

Second. Publicity over the radio must be indirect. Suggestion is often more effective if it is indirect. The Metropolitan Life Insurance Company, for example, does not tell you over the radio to insure your life with the Metropolitan Company. It gives you setting up exercises.

Third. The program must be *interesting*, and of *service* to those who listen, by giving informational material of value to the individual, or by supplying recreation and amusement. Only when the material

actually presented is interesting will the radio listener keep from moving the dial. In magazine advertisements perhaps the greatest requirement is that the copy must arrest attention. A radio program, however, must not only arrest attention, but also *hold* attention.

Fourth. In radio publicity avoid the danger of exaggeration and over-statement. Exaggeration tends to defeat itself. Altho it may work for a while, exaggeration is usually followed by reaction; and it is the opinion of experts that this does more injury than the good accomplished in the first place.

A fifth principle to note is that of making sure that the material presented is given in a pleasing form. A pleasant voice over the radio is as good as an artistic picture in a magazine. Everyone who expects to talk over the radio should have his voice tested and a report made.

Sixth. The program should be suitable to the listener at the time the individual wishes to listen to such a program. It is obvious that setting up exercises at noon would be foolish. It is now generally regarded as futile to attempt to do much in the way of educational programs during the later evening hours. There are certain exceptions, but as a general rule, the public prefers music during the evening. Educational talks have sometimes been broadcast between six and eight in the evening, but during the later hours the listeners prefer music and recreation. The best time, apparently, for the serious educational talk, is from seven to seven-forty-five. After eight it seems probable that no serious talk will hold an audience. For children, from five-thirty to six-thirty has been established as the best period. In talks to children it has been found better to condense and tell stories rather than to read them. In the morning any talk

should not exceed thirty minutes at the most, and ten or fifteen minutes is preferable. In most chain station programs the fifteen minute rule is rigidly enforced.

There is some additional advice to be given to anyone undertaking a broadcasting program. The radio talk should be carefully prepared and written out in advance. If you cannot give about a day to preparing an interesting fifteen minute talk, don't attempt to broadcast. In reading the talk care must be taken in turning leaves to make no noise, as the turning of paper carries very distinctly over the radio.

Do not make the mistake of going to the broadcasting company and stating that you are, for example, a librarian, and wish to broadcast. Anyone wishing to broadcast a program must be prepared to show that the program he can offer will be of

interest and value to a number of people.

With regard to subject matter, it is suggested that there is a big field in talks on such subjects for instance, as Christmas customs, which can be compiled from various books on the subject, the authors and titles of the books being given. There are opportunities for talks on the advantages of reading, on the ways a library, for example, can help the individual, on adult education courses, on training the child, books in the home, books to buy, etc.

Remember, however, that a program suitable for one neighborhood might be a failure in another. The person preparing to broadcast over the radio should know his audience, their interests, as far as it is possible, and he should make full use of this knowledge in selecting the items to be included in his program.

Merchandising Juveniles

Merchandising Pointers for a Small Bookstore or Book Department

Franklin M. Watts

Geo. Innes Co., Wichita, Kansas

EVERY buyer of books is continually being tormented with the demons, turnover and markdown. In juveniles we surely have the chance to get a satisfactory markup and to keep our markdowns to a reasonable figure. However with the great number of books offered to us and the varying demands of the trade it is difficult to secure both a satisfactory volume and get a turnover that appeals to the merchandise manager. I worked on this problem for some time, and this article gives some of the gleanings from much study and thought. This article is written from the viewpoint of a store or a department doing a volume of business of under \$50,000 a year. The interested reader can find a more complete and detailed exposition of this theory as applied to general merchandise in Edward A. Filene's "More Profits From Merchandising."

In brief the method followed is to build the stock around the prices that people want to pay. In juveniles there are definite price groups at 35c. or 39c., 50c.,

75c., \$1, \$1.75 or \$2, and \$2.50. There are also a number of other popular prices between these figures. By eliminating all but the essential prices, it is possible to have a representative selection at each of the prices that are most popular and still keep within the budget.

After we made our selection of books that we needed in each of the price groups we spent the remainder on books that would tend to round out our stock completely. But we purchased none until we had filled the necessary demands.

We kept detailed records of the sales in each price group and of the calls that we had for merchandise that we did not stock and found that we were better able to fill the needs of the customer than we would have been if we had gone at the matter in any other way. We lost practically no sales except for specific titles that are still covered by a copyright. Many of these we would not handle for a number of reasons. We were able to turn our stock over 1.6 during November and Decem-

ber. That shows very close buying yet we received very little by express. Now that we have a better indication of the demand we shall have a much more complete stock. We shall aim to turn our stock once in each of those two months.

We found that the 50c., \$1, and \$1.75 prices were over 50% of the demand, so since then we have been looking for the best books at those prices so that next fall we shall have a choice selection. If these are the prices people want to pay then we should give as much as we can for the money. We also found that we did not get our full share of the better book business so laid plans to get our full share in the future.

The following are the price lines we concentrated on and the reasons why we did. The next dealer might not want these exact prices but should find some prices around which to build their selections.

35c. or 39c.

There is a pronounced demand for small attractive books for small children. It is possible to get either a good selection at 35c. or 39c. and make the fair markup. Last year we had the 35c. books. This year we shall concentrate on two lines each selling at 39c.

50c.

At Christmas time this was our second biggest price. During the year we sell more books at this price than any other. All of the popular series come at this price. There are several good editions of the classics. A wide selection of linen books, novelty books and painting books can be had. With a large natural demand there are a number of possibilities of promotion of books at this price. We have a table most of the time with books at 50c. We run advertisements featuring these books and have single price windows. We concentrate our efforts with the popular series on three series for boys and three for girls. We get the most satisfactory results from this, and we can keep all of the titles in stock all of the time. If business increases we can add a couple of new series.

75c.

The 75c. juveniles are mainly a hang-over from the popular copyrights. There is an unbelievably large number of popular

copyrights sold for juveniles, and we stock them in both the juvenile department and the adult department. Our lack of space makes it impossible to make a big feature of books at this price.

\$1.00

This should be the most popular price for juveniles, and is, indeed, a very popular price. It is possible to make a good book at this price. People like to pay \$1 for a book for friends' children. Last fall we did a very satisfactory business in dollar juveniles, and there is every indication that we shall have more books to sell next fall. Grosset and Dunlap have just announced their *Juveniles Of Distinction* which will compare with their *Novels Of Distinction*. This should emphasize this price even more, and we shall doubtless have special reprints of some recently popular titles by other publishers. One point to consider is that books offer the most for a dollar that a person can get when making a gift. It is hard to get a good toy for the child or a good trinket for the adult at this price. We should make a great point of this argument. I do not think there is much danger of having people buy fewer expensive books by emphasizing dollar books. People should, however, buy more books.

\$1.25 and \$1.50

A great many books are sold at these prices. We handle only those that we have calls for at these prices. It is not possible to carry a complete line of classics at \$1, \$1.25, \$1.50, \$1.75, \$2 and \$2.50. In our case we could only have three of these. We decided after considerable deliberation on \$1, \$1.75, and \$2.50. Our judgment seems to have been correct, and we shall continue on this basis.

\$1.75

The \$1.75 price is large in juveniles. Among the desirable books are the Rhead books and the *Windermere Classics*, the *Twin Series*, *The Oz Series*, and *Boys' Books For Boys*. It is easy to make a good selection from these. It is equally easy to make a selection at the \$2 price. As I was not carrying the \$1.25 and the \$1.50, it seemed better to make the leader \$1.75 instead of \$2.

\$2.

It is possible to pass up entirely the \$2 price. We had a good selection at this

price, but did not have any titles that duplicated the \$1.75 books we had.

\$2.50

This price gets more important each year. With Doubleday, Doran's *Golden Books* and Scribner's *Classics* at this price there are real leaders to set the standard of values. At this price it is advisable to exercise care that the books look the price. It is often hard to move a medium title with mediocre illustrations, but you can sell them a classic, illustrated by an artist of excellence. This price offers excellent possibilities for exploitation.

Over \$2.50

There are many good books priced above

this figure. However they should be purchased with great care and in limited quantities until the market is tested.

Conclusion

It can be seen this method is simple. It will bring results. It simply means knowing the right direction in which to travel and following the direction. The book business needs better merchandising. Some of the results obtained are:

More complete stocks for the money invested.

More rigid stock control.

Increased turnover.

Less waste effort in selling.

Greater ease in display and advertising.

Have You Tried This?

RAIN at this season comes so suddenly that people are often compelled to seek shelter hurriedly beneath the nearest awning. One book merchant has been favored in this manner so frequently that he has decided to capitalize on the situation.

On a window card, he writes: "Let It Rain. You're protected now; but for real comfort come inside. You'll be welcome, of course, and you need not buy if you do not choose to."

Among those who accept the invitation are many prospective customers.

* * *

UNIDENTIFIED customers who might be inclined to proffer checks in payment of books or pictures bought at Selber Bros., Shreveport, La., are usually deterred from doing so by a little exhibit posted near the cashier's desk. Enclosed within a frame, glass covered, are ten checks that have been turned down for various reasons by a number of banks. A brass plate affixed to the frame reads: "Ten reasons why we cannot accept checks from unidentified customers."

* * *

SOME time ago, Cohen Brothers, of Washington, N. J., featured in their window a large grandfather's clock. Altho it was regularly wound up and kept time correctly, a sign above the clock informed

passers-by that "This is not the right time." Many people naturally stopped to make sure, and on looking more closely they found a smaller sign at the foot of the clock which read "—to be neglecting your education. Come in and buy some of the new biographies."

* * *

YELLOWED pages, worm-eaten covers, faded type—the books that were turned in at a contest held some time ago by A. T. Lewis & Son, Denver, Colo., can be described by no other terms.

The store advertised for the oldest and rarest volume in the city, the owner of which would be given a prize. So many aged books were submitted that as a result the store held a two-weeks' exhibition. This not only attracted thousands of visitors but it also received considerable publicity in the newspapers, publicity which cost the store nothing.

* * *

IF the bookseller wants to appeal to a wide clientele, he should make sure that as many of the passersby as possible see that their interests are represented at the bookstore, and the person who occasionally enters should understand immediately that the type of book he is asking for is the kind the bookseller means to supply, no matter what it may be.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Personal Shop

BUSINESS statistics which are most easily collected are, of course, most generally discussed. Because of their accuracy it may be that they seem most worth while discussing. But, with data on department stores and chain stores available month after month one often wishes that tho the statistics are still rather sketchy more attention could be given to the growth of small personal shops.

Taking our large cities as a whole, the department stores have in the last quarter century grown larger in bulk and sales totals along with the growth of population and the change of the dollar, but they have not grown rapidly in number. The chain stores, almost wholly a development of this century, invading the field of popular merchandise, have spread thruout the country. A recent article in the *Times* printed a list of 4,000 different chain companies with many times that number of stores, headed by the grocery stores with 17,500 shops in one group.

But in spite of the impressiveness of these figures, it is still true that the greater part of the retailing of the country is done in independent shops, and the independent shop has its own special advantages as have the chains and larger units. Take any large city and walk thru its shopping area, and

it is easy to see how rapidly the number of small personal shops has increased. Street after street has been added to the shopping area, to be taken by the small individual shops which are able, by personal service and careful selection of stock to build up a business that can pay the rental that these places command. There are no channels thru which the statistics about the smaller shop are collected, no monthly bulletin of their progress in numbers or in sales totals, but they are adding much to the efficient distribution of merchandise, to the character and taste of the merchandise distributed and to the advancement of retailing as a fine art. The manufacturer's interest in the larger units of distribution must increase with his growing production, but he cannot cease to be interested in the facts and the future of the small personal shops.

Our Political Debates

UNLESS all signs fail, there will be keener and more intelligent discussion of political issues this year than has been the case for a long time. With two outstanding men as leaders and with a great many divergent issues to attract a floating vote from one candidate to the other, those who are partisans will have to resubstantiate their party feeling by a more thoro knowledge of party history and party programs, as is perfectly possible with such books as "The Story of the Republican Party" or "The Story of the Democratic Party," issued by Century Company. Or, they may seek to reaffirm their selection of candidates by a better understanding of the personalities than can be had from current discussion, and biographical material of real value is easily obtained in such books on Hoover as those by Will Irwin, Samuel Crowther, or William Hard, or of Smith by Pringle or by Dr. Moscowitz; or discussions of various political figures and their significance, as in the volume on "Prophets, True and False," by Oswald Garrison Villard, Knopf.

Books go beyond periodicals in the careful consideration of issues, and this is a campaign when a thoro knowledge of issues is necessary to hold one's ground in the debates of home, club, or public hall. Pessimists who think that the public's interest in politics and elections is at a low ebb are likely to find themselves confounded.

Women and Book Collecting

MICHAEL SADLEIR has been explaining why so few women become book collectors. In his opinion one of the reasons is that the hobby is an anti-social one, the book collector working best alone. The real collector has much laborious searching to do, and frequently the handling of old books in bookshops has an unaesthetic phase that does not appeal to femininity. Then, too, the tendency of women is to apply standards of surface beauty to their collections. Book collecting cannot be truly decorative until after knowledge has been acquired, and the acquiring of the knowledge necessary to the book collector is unattractive to women. Undoubtedly there is some basis for Mr. Sadleir's point of view, tho in recent years women book buyers have shown much interest in fine leather bindings, publications of the special presses, and finely printed limited editions. A well-known bookseller of this city recently remarked: "When it comes to handling dusty old books, I have noticed that women do it by proxy. They never go thru a table of old books as if they liked it. They never show the interest of the real book hunter, and make few discoveries."

A Broadcasting Experiment

SUNDAY broadcasting reaches its own special audience, and an interesting experiment connecting such programs with books has been carried on by the National Broadcasting Company from material supplied by the Fleming H. Revell Company, publishers of the volume on "Bible Dramas" by William Ford Manley. These "Bible Dramas" have been broadcasted by Alois Havrilla at Station WEAJ and become a familiar feature of Sunday night radio programs, and, now that the book is available, it is possible to play the two things up together. Inquiry at the advertising department of Revell shows that letters by the thousand are coming in, and present statistics do not show that the booksellers as a whole have actively seized the opportunity to connect the publicity with their own sales. As these hours have been continuing for some time and all based on the one book, there has seemed to be a cumulative effect that would make such cooperation unusually successful.

The Fall Catalogs

THE fall announcement catalogs of the publishers come steadily from the editorial desks, attractive in appearance and offering to any imaginative bookseller a wealth of opportunity. It is very difficult to generalize from a cursory examination of these lists as to the fall's tendencies, but there is one point that strikes us, and that is that there is an increasing effort to make available the fine literary and historical classics of all centuries in substantial library editions. For a time after the war, a great many books went out of print and few new enterprises to reproduce standard literature were in evidence. There was a common tendency, when reprinting such books, to put them solely in the pocket editions. We have noticed in the fall list, however, a great many publishing enterprises that have as their objective the marketing of standard books in octavo library form, as, for example, the new volumes of the *Black and Gold Library* of Boni & Liveright, the *Library of Living Classics* of the Dial Press, the *Ebony Library* of Dodd, Mead & Company, the *Blue Jade Library* of Knopf, and others that might be instanced.

Retail Trade in June

RETAIL trade was larger in June than in the corresponding month of last year, according to preliminary reports to the Federal reserve system. Sales of 466 department stores were 2 per cent larger than in June, 1927, and those of mail order houses and of five-and-ten cent chain stores were larger by 24 per cent and 13 per cent, respectively.

As compared with trade in May of this year, sales of department stores in June continued in about the same volume and those of mail order houses and five-and-ten cent chain stores were larger.

Department store sales were larger than in June a year ago, in eight Federal reserve districts and smaller in four districts—the Philadelphia, Atlanta, Minneapolis, and Kansas City districts. The increases were largest in the Cleveland and Chicago districts where sales were approximately 5 per cent larger than in June of last year. Of the total number of department stores reporting, 245 showed increases and 220 reported decreases.

June Best Sellers

"THE Bridge of San Luis Rey" is still leading the fiction in the Best Seller List compiled by *Books of the Month*. The books that follow it in second, third and fourth places are just the same for June as they were the month before. "The Plains of Abraham" is next, in fifth place, instead of seventh, as it was in May. "Behind That Curtain" has also gone up from nine to six. Seven, eight, nine and ten are all new titles. "But Gentlemen Marry Brunettes" by Anita Loos continues Lorelei's diary, in which she tells of the marriage of Dorothy. Next is Mary Roberts Rinehart's latest novel, "Two Flights Up," a love story with a dash of mystery. It is followed by a novel that has been out longer than the others, whose sales growing by leaps and bounds, have brought it into the best seller class. This is "Octavia" by Margot Asquith, the story of an English girl, the youngest and most beautiful of an aristocratic family. Last is another story of England, but the story of an American girl, married into an English family and of the difficulties that follow. "The Battle of the Horizons" is by Sylvia Thompson, whose first novel, "The Hounds of Spring" was a best seller.

"The Bridge" received 90 votes out of a possible 96. Every store in the middle west, south, and far west that sent in a list, included Mr. Wilder's book on it. The sudden death of Donn Byrne brought his last novel, "Crusade" back among best seller possibilities. A new contestant for the list was "Pilgrims of the Impossible" by Coningsby Dawson.

On the non-fiction list, leadership has gone from one to another among the books at the top during the last few months. "Disraeli" is first again this month, while "Strange Interlude," steadily gaining, has taken second place. There are three new titles at seven, eight and nine. "The Intelligent Woman's Guide to Socialism and Capitalism" by George Bernard Shaw, and "Trader Horn, v.2." are both possibilities for first place on the non-fiction list. "Poems in Praise of Practically Nothing" by Samuel Hoffenstein has been steadily gaining in sales since

its publication a couple of months ago.

"Sunset Gun" by Dorothy Parker just missed the first ten. "Europe" by Count Keyserling also showed good sales. The Teolin Pillot Co. in Houston, Texas, reported "Jefferson and Hamilton" by C. G. Bowers as their best selling book of non-fiction in June, and "Up From the City Streets" by Hapgood and Moscowitz as also a good seller.

FICTION.

- Wilder. "The Bridge of San Luis Rey." *A. & C. Boni*. \$2.50.
 Walpole. "Wintersmoon." *Doubleday, Doran*. \$2.00.
 Van Dine. "The Greene Murder Case." *Scribner*. \$2.00.
 Delmar. "Bad Girl." *Harcourt, Brace*. \$2.50.
 Curwood. "The Plains of Abraham." *Doubleday, Doran*. \$2.00.
 Biggers. "Behind That Curtain." *Bobbs-Merrill*. \$2.00.
 Loos. "But Gentlemen Marry Brunettes." *Boni & Liveright*. \$2.00.
 Rinehart. "Two Flights Up." *Doubleday, Doran*. \$2.00.
 Asquith. "Octavia." *Stokes*. \$2.50.
 Thompson. "The Battle of the Horizons." *Little, Brown*. \$2.50.

NON-FICTION.

- Maurois. "Disraeli." *Appleton*. \$3.00.
 O'Neill. "Strange Interlude." *Boni & Liveright*. \$2.50.
 Horn & Lewis. "Trader Horn. v. 1." *Simon & Schuster*. \$4.00.
 Ludwig. "Napoleon." *Boni & Liveright*. \$3.00.
 Byrd. "Skyward." *Putnam*. \$3.50.
 Mayo. "Mother India." *Harcourt, Brace*. \$3.75.
 Shaw. "The Intelligent Woman's Guide to Socialism and Capitalism." *Brentano's*. \$3.00.
 Hoffenstein. "Poems in Praise of Practically Nothing." *Boni & Liveright*. \$2.00.
 Horn & Lewis. "Trader Horn." v. 2. *Simon & Schuster*. \$3.50.
 Lindbergh. "We." *Putnam*. \$2.50.

The Atlantic Copyright Suit

Newspaper Guilty of Fraud in Obtaining Smith Article

THE Boston *Post* was guilty of intentional theft when it made advance use of Governor Smith's article for the *Atlantic Monthly* last April, according to the opinion handed down in the District Court of Massachusetts by Judge Morton on July 11th, and the *Atlantic Monthly* has been injured to the extent of \$23,500, but this cannot be collected unless the *Atlantic Monthly* brings its suit in a different form. The suit was brought as an injunction, but an injunction can only be obtained against wrongs in process or feared, and the judge has decided that this is not the situation which he finds in the case of the Governor Smith article. The case is a peculiar one because of the conditions under which the article was published.

Ellery Sedgwick, the editor of the *Atlantic*, being interested in the candidacy of Governor Smith for the Presidency, conceived the idea that it might be advisable for Governor Smith to meet publicly the objections to his candidacy based on his adherence to the Roman Catholic Church. The discussion was inaugurated by the publication of an article by Charles C. Marshall, which opened the door for a reply by Governor Smith. The article was prepared by Governor Smith and his advisers for this purpose. He took no part in the arrangements for its publication. The entire matter of publicity for it was turned over by him to Mrs. Moscowitz. It was agreed that the *Atlantic Monthly* should have initial publication, but it was stipulated that the reply should be given to the press of the country on publication with right to republish with or without courtesy to the magazine. The *Atlantic* made public announcement of this important article, and there was naturally great interest among newspapers to get copies for publication.

If the article had remained in manuscript until publication, it would have been protected by common law as the property of the author, but the *Atlantic* took steps to put it under copyright protection, and, as

soon as the article could be put in type, three copies were made in galley proof bearing notice of copyright. One of these was then sold for 10c. to MacGregor Jenkins, treasurer of the *Atlantic Monthly* and two others were filed with the Register of Copyright on April 8th. The *Atlantic* planned to carry the reply in its May issue, appearing April 25th, and newspapers could print simultaneously from advance galleys. The Boston *Post* carried the particulars on April 11th in its columns, and there was no doubt that it understood the arrangement. One of its editors, however, applied for an advance copy of the article, and then sent a representative to Concord, N. H., where the *Atlantic* is printed, where he succeeded in obtaining a copy from an employee of the Rumford Press. This copy was turned over to those in charge of the *Post*, and they knew it was obtained irregularly, probably fraudulently. It was printed by the *Post* on Saturday, the 16th.

The first question before the judge was as to whether the filing of copies and the sale of one set of galleys had constituted copyright, and he decided that this was the case. "It seems to me quite inadvisable," said the judge, "to introduce into the law of copyright refinements between so called 'colorable' sales—whatever that may mean—and bona fide ones. It will be better, I think, to take the law simply and directly and to hold that an absolute and unrestricted sale of a printed copy, especially where accompanied by filing similar copies, complies with the act; and I think the decisions support this view. The facts of the present case are very similar to those of *Stern vs. Remick* (175 F. R. 282). In my opinion the copyright was valid insofar as the statutory formalities are concerned. . . . It is not necessary that an author selling a manuscript to a magazine should do so by a written bill of sale. Delivery of it with the intention of passing title is quite sufficient. . . .

"The next question is whether this copyright was subsequently lost before the fil-

ing of the present suit. The article was republished practically in full in many newspapers on April 18th without notice of copyright. This was done with the full knowledge and consent of the plaintiff. This was in accordance with the conditions under which the *Atlantic* obtained the article. That is, that once published, it might be reprinted without giving credit or without notice of copyright. I think that the terms on which the magazine procured the article were inconsistent with further exclusive rights on the part of the plaintiff. At the time this suit was filed, the *Atlantic* had, therefore, no existing copyright. This being so, it had no right to an injunction, and, as the right to an injunction did not exist, the suit must be dismissed. . . .

"The testimony of some of the important witnesses for the *Post*," Judge Morton continued, "is entitled to but little weight. They were participants in the fraudulent procurement of the article, and it is not to be supposed that their memories about it are either diligent or trustworthy."

The judge, in suggesting the probable scope of damage, estimated that the cost of pushing forward the publication of the May issue was \$3,500, and that the premature publication undoubtedly impaired confidence in the plaintiff's ability to protect its releases, the loss being estimated at \$10,000. As to profits which the *Post* had made, the judge estimated that the *Post* would have gladly paid \$10,000 for this article, and added that to the other items, making a total damage suffered by the *Atlantic* of \$23,500. He announced that the *Atlantic Monthly*, if it so desires, may within thirty days amend its present bill into an action at law.

Before the Federal Trade Commission

UNDER the authorization of the Federal Trade Commission there is soon to be a conference of publishers in the magazine and periodical field for the consideration of unfair methods of competition said to exist in that business. The time and place of the conference have not yet been announced. The only information so far supplied is that "it is a proposal for efficiently eliminating from this field of publicity all advertisements of a false and

misleading nature." A member of the Commission dissented from the plan on the ground that the advertisers would not be represented in the conference.

A similar conference was held a few years ago on the customs of the subscription book field.

Royalties Non-Taxable Under State Income Tax

THE Massachusetts Tax Commissioner has issued the following statement:

"No further action being contemplated by the Commonwealth in the matter of Rockwood, I am advising you that abatements will be granted by this Department to those who have applied seasonably for them and have copyrighted their works in their own names.

"So far as 1928 assessments are concerned, that also will hold true, that where their copyrights are in their own names no assessment will be laid. Because of the march of time many 1928 assessments have been made and some of these may be subject to abatement because the author has a copyright in his own name. These will be attended to as rapidly as possible when the author receives his 1928 income tax bill and files his application for abatement."

The legal case which has brought about this statement was that of the Commissioner of Corporations vs. Rockwood, and it was carried by the Tax Commissioner to the Supreme Court of the United States after he had lost in the Supreme Court of Massachusetts. Similar decisions have been made in New York and Pennsylvania. Houghton Mifflin Company, which, thru its vice-president and treasurer, James Duncan Phillips, has been very active in following up this important matter, has sent notice to its authors in which it states:

"We have written the Tax Commissioner that inasmuch as the Copyright Act under Section 8 makes no distinction in its grant of copyright, whether to author or to his assignees, we do not believe that his contention is tenable that it only applies to works copyrighted in the author's own name." The publishers have no pecuniary interest in settlement in regard to the taxation of authors' royalties under state income tax laws, but have followed it thru because of its importance to authors.

Boston Booktrade News

Dale Warren

Houghton Mifflin Co.

DEWOLFE AND FISKE appropriately recognized the Boston welcome for Amelia Earhart by giving over their Park Street windows to a display of aviation books, chief among which was the recently published handbook on model planes, "Beginning to Fly" by Merrill Hamburg. The volume contains an introduction by Commander Richard E. Byrd, who will shortly leave Boston for the somewhat cooler temperature of the South Pole.

* * *

Little Brown & Company recently became a member of the Century Club of Boston, by virtue of its being a business with a pedigree dating back well over a century. Its beginning was in a bookstore opened on Washington Street in 1784 by one Ebenezer Battelle. It was purchased by Benjamin Build in 1787 and moved to another part of the same street. There was another change of ownership in 1792, and another in 1797, when the proprietors first began publishing books. Charles C. Little came into the firm in 1827. In 1830 the business moved to 112 (afterwards 254) Washington Street, where it remained for seventy-nine years, until moving in 1909 to its present home, 34 Beacon Street, two doors from the State House.

* * *

The *Transcript*, editorially speaking, says: "Those who have listened to Mr. Edgett over WBET have testified in many cases to their interest in the talks and WBET may congratulate itself safely that by broadcasting them it has helped to increase the interest in the buying and reading of books among the thousands within reach of its wave." This is no idle boast. For the last year Mr. Edgett, the *Transcript's* literary editor, has been broadcasting his "Talks on Books and Authors," and the experiment seems likely to continue, to the gratification of all who

have listened in. The talks are also printed on the book pages and reprinted in pamphlet form for distribution among booksellers and publishers.

* * *

The death of Basil King has deprived Boston of one of its most widely-known authors and the Boston Authors' Club of one of its most active members. During his literary career he wrote sixteen novels and many magazine stories, of which the first was published in the *Atlantic Monthly*.

* * *

W. B. Dumas, manager of the new Foreign Book Shop, at 120 Tremont Street, is now in Europe, postcarding his associates with views of Florence and Venice. After a tour of Belgium, France, Italy and Switzerland, Mr. Dumas will come back carrying as many books as he can and leaving others to follow. The Foreign Book Shop is about to enter its second year under Mr. Dumas' management.

* * *

The Dartmouth Bookstall is now the American agency for the Sporting Galleries Ltd. of London. There will be a continuous exhibit of hunting prints, oils, and old sporting books sent directly to them from this great London gallery. Among the names of the contributing artists are Cecil Alden, Lionel Edwards, Gilbert Holiday, Charles Simpson, Frank Mason, Frank Southgate, and Ernest Briggs.

* * *

The *Bostonian* has recently honored the existence of Boston bookstores by publishing an unusually readable article called "Browsing Around." Cornhill seems to attract the author particularly: "Here the second-hand store of D. C. Colesworthy still stands, ninety years old in the shade and with much, we are sure, of the original

dust. Bookstores nowadays are all so relentlessly clean. . . ." "Over there in the corner, Colesworthy, himself a poet, Longfellow, Whittier and Holmes were wont to sit, blowing dust and talking poetry. That sport has been passed down to this very day. Conrad Aiken slips in to wander quietly among the dark shelves. Walter Hampden may be found here on his trips to Boston, looking for old English playbills. Here Professor Copeland comes to thumb this and that and talk with Curtis Day, once a student under him. Houdini started his great collection of books on spiritualism here, and here Doris Kenyon finds her firsts of Walter Pater."

* * *

William Dana Orcutt has just published his "Book in Italy," plans for which have been brewing for a number of years. It is a study of the growth of printing in Italy during the fifteenth and sixteenth centuries, and has been printed under Mr. Orcutt's personal direction.

* * *

The *Bostonian's* enterprising scout, not content with old bookshops, has discovered a new one in the heart of the theatre district, the Hollis, on Hollis Street, under the direction of Miss Naomi de Wolfe: "It is Miss de Wolfe's plan to keep it open until after the first intermission, when there is a play on, for the benefit of bored lobbyists."

* * *

Something like a hymeneal epidemic has struck Little, Brown & Company. Among other recent and forthcoming marriages are the following: Albert W. Stevens, Sales Manager, married Marjorie Carr, of Newtonville, on June 16th at Portsmouth, N. H. The first intimation was given that night in a wire from Toronto, announcing both his marriage and the sale of a large Canadian edition of the Lord Oxford and Asquith autobiography, which Little, Brown & Company will publish on September 1st. Also, the engagement of Mr. Stevens's assistant, James C. Howgate, formerly of George W. Jacobs & Co., of Philadelphia, to Dorothea Price Robson, of De Wolfe & Fiske, was announced recently. James Woodward Sherman, assistant to Mr. James R. McDonald, Manager of the Educational De-

partment, and Doris Pineo, of Brookline, were married on June 23rd at Brookline. They are now on their honeymoon in the White Mountains. Charles Weden, representative of the Educational Department for Massachusetts, Rhode Island and Connecticut, and Hazel Wilcox, formerly with the Publicity Department, and now with the New England Council, will be married on August 3rd, in Boston, and will sail for Europe the following day. The marriage of Janet Smith, Manager of the Library Book Room, was recently recorded on this page.

* * *

"Whatnot" is the name of the attractive four-page magazine of book news sent out monthly by Geraldine Gordon of the Hathaway House Bookshop of Wellesley. Miss Gordon is not blind to the fact that people like their literary *table d'hôte* or *à la carte* served as appetizingly as possible. To say that her Spring and Summer offerings are tempting is to put it mildly. Chard Powers Smith, whose new book of poems, "Lost Address" is soon to be published, recently gave a reading at the shop.

* * *

This summer will again find Miss Gordon operating the Venturer Bookshop in Peterboro, New Hampshire, a convenient place for members of the MacDowell Colony. Marjorie Knapp will keep her Mount Vernon Street shop open during the summer months, not moving it to Swampscott as last year.

Publishing and Promotion Problems

AN interesting indication of the attention that is being paid to publishers' promotion in the book field is shown in the index which *Printers' Ink* has just issued. This index covers fifty-six articles on various aspects of the subject which have appeared in *Printers' Ink* during the last ten years, about forty-five of which were in their Weekly and the balance in their Monthly. These have been discussions largely on display advertising, but have also covered direct sales methods, methods of display, and other items. *Printers' Ink* has made this index available so that investigators in the field can follow up the subject.

In the Book Market



THE title of the new book of lyrics by Robert Frost which will be published this fall by *Holt* is "West Running Brook." It is Mr. Frost's first book of new poems since "New Hampshire," five years ago, which won the Pulitzer Prize. In addition to the regular edition there will be a limited autographed edition, planned by D. B. Updike and illustrated, as was "New Hampshire," with woodcuts by Lankes. Helen Waddell has been awarded a silver medal by the Royal Society of Literature for her study of the mediaeval Latinists and poets, "The Wandering Scholars." *Houghton, Mifflin* published the book.

A whole book has been written about Sinclair Lewis in Germany, a biographical and critical study of 217 pages by the well-known critic, Hans Kriesi. After discussing his life the book examines the novels one by one, from "Our Mr. Wrenn" to "Elmer Gantry." The book is published by *Huber and Company* of Frauenfeld, Leipzig.

Let newcomers to publishing take heart! An alumnus of Princeton, '16, recently made a study of the earning power of his class. He asked all members to fill out a form giving their salaries in 1920 and in 1925. He was surprised to discover that publishers' names led all the rest. In 1920, four years after leaving Princeton, three members of the class had entered the publishing business and reported an annual "median" income of \$5,500. Five years later this had jumped to \$18,000 a year and was far ahead of that reported by men engaged in other occupations.

The *University of Chicago Press* has announced for fall publication a book on "Folklore in the English and Scottish Ballads" by Lowry C. Wimberly. It is an ac-

count of the fundamental beliefs, centering about magic and religion, which are the chief themes of all ballads. Cecil de Mille has recently bought the film rights to Dale Collins' whimsical and adventurous sea tale, "The Sentimentalists," *Little, Brown*. His publishers have announced a new book for August, titled "Vanity Under the Sun." "Trader Horn" has also been sold to the movies.

In August *Milton, Bradley* will publish a book of charming stories by Elizabeth Woodruff. It will be called "Dick Byrd," after the principal character in the stories. Six of the dozen stories appeared in *Good Housekeeping* where they were enthusiastically received. Gustaf Tenggren and Carl Wehde have illustrated the book. This volume of short stories should not be confused with "Dick Byrd—Air Explorer," the first volume in The Adventure Series of *Putnam's*, books written for boys about modern heroes. "Dick Byrd" is written by Commander Fitzhugh Green.

Henry Williamson has won the Hawthornden Prize for 1927 with his "Tarka the Otter" which *Dutton* published in this country. The Hawthornden Prize is of 100 pounds and a silver medal, and has been won by David Garnett, R. H. Mottram, Sean O'Casey and Sackville West. September 21st is the date set for the publication by *Houghton Mifflin* of Senator Beveridge's "Abraham Lincoln." Beveridge's "Life of John Marshall" was called "the greatest of American biographies." It was planned to publish the Lincoln in 4 volumes but the untimely death of Senator Beveridge when only the first 2 volumes had been finished keeps the record down to and thru the Lincoln-Douglas debates.

English Booktrade News

From Our London Correspondent

Popular Editions.

VACATION reading is largely in the direction of cheap reprints. Each year produces an increased number of these reprints, but people as a whole, of all classes, are reading an enormous number. Every firm has its own series, and the windows of bookshops in towns by the sea shore are usually filled with them. There must arise from the readers of these cheap books, many a book lover. Providing a sufficient quantity can be sold, there is profit in them. We notice that one publishing house announces that of their cheap 2/- novels, they have sold no less than seventy millions!

Stanley Paul.

The publishing business of Stanley Paul & Co., has been acquired by Hutchinson, Ltd., and Stanley Paul will be general sales manager of the latter company. Mr. Paul started his career with Eyre & Spottiswoode, and Messrs. Methuen, when they had a small place, we remember, in a little street near the British Museum. Mr. Paul was, many years ago, associated with Hutchinson during which time he traveled abroad and established many oversea connections.

Mrs. Knopf.

Mrs. Knopf is very busily engaged in a variety of ways here in London. The *London Evening Standard*, in their Gossip columns last night, said that altho she has been over five weeks, she has only just paid her first visit to the theater. The writer goes on to say that it must not be supposed that she is not interested in the drama. As a matter of fact, she is quite interested in the theater. But her real love is the publishing business. When she is not engaged in studying matters connected with printing, binding, jackets and so forth, Mrs. Knopf indulges in music or hunting. There is, however, no detail of the publishing business of which she is ignorant. She started in the shipping department, learnt how to pack books and "list" manuscripts,

and was, in her own words, "general bottlewasher" as she and her husband started the firm that produced American books that are good to look at and pleasant to handle.

The 7/6 Novel.

Considerable correspondence has been going on in one of the London daily papers, as to the right price for the novel in these days. It was started by Lord Gorell, who is a very active member of the Author's Society. We were very much amused the other day by reading that he said that the public really has the remedy in its hands; if novel-buying became a general habit, the price could and would be speedily reduced.

Religious Book Competition.

The famous house of Hodder & Stoughton is arranging a prize competition for the best religious novel. The author of the winning story will receive the sum of £1,000 on account of royalties. This is a good offer. The words "religious novel" are to be given the widest possible meaning. The two essentials are that the novel shall have a strong story and that it shall deal—in any way, to any purpose—with religious thought and conviction, and the effects of religion on human character and conduct. It may have as its basis the religious problems of the day; or the writer's personal experiences in religion; or the influence of religion, or what results from the loss of religion, in modern life; or, finding a theme in history, it may deal with the clash of creeds and the part played by religion in the life of the past. Any one of British nationality shall be eligible.

English Dictionary.

The honorary degree of Doctor of Literature has been given by the Oxford University to W. A. Craigie and C. T. Onions, editors of the Dictionary. Humphrey Milford of the Oxford University Press, and R. W. Chapman, secretary to the delegates of the University Press and J. Johnson the printer to Oxford University are all receiving the degree D.Litt.

An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*

32 University Place, New York City

The Values and Virtues of a National Campaign

THE National Rice Institute was organized on June 5th. Its object and purpose (among other things) is *to stimulate by advertising* and otherwise the distribution sale and consumption of rice as a food. This we learn from *Domestic Commerce* the weekly periodical of the Bureau of Foreign and Domestic Commerce.

Rice, it would seem, needs no introduction to the housewife—yet here are the rice growers, who surely ought to know their own business, quite convinced that by investing a considerable sum in national advertising they can expand their business sufficiently to pay profits on the advertising investment and get more besides.

Were we writing the copy for this campaign there are many leaves from "Common Sense in Advertising," a book of ads from Lord & Thomas, which we would steal. "Not only Cool but Cooling" sold more lemons for lemonade. Not only was a pitcher of the lemonade shown but ginger ale lemonade and grapejuice lemonade. "Sluggish liver?—Take Lemon Juice" hit the same public from a different angle. "When you feel a cold beginning take hot lemonade,"—and, oh, so many more. "Four ways to add zest to breakfast" and four orange dish and drink illustrations sold oranges. Puffed wheat, "Food Enchanted—for the baby" is illustrated with pictures of the healthiest-looking youngsters you ever saw, all clamoring for that breakfast food. Then was shown how to decorate a dish of Puffed Wheat with prunes—or strawberries. (Our next order for desert—tonight, probably—will be just that). "Invest in a trip to California" and *why*; what a good looking desert Jell-Well—(6 fruit flavors) makes. Our tongue passes over our teeth to find if "Film—the worst enemy of teeth" has been brushed away, and we mentally register

"Pepsodent"; and, to get closer to our own problem, we note the "Adaptability of American Walnut" for furniture and lots of things, and the fact that cultured people have music near them at all times—in the form of the Brunswick Radio or the Angelus Reproducing Piano.

Yes, there are plenty of hints to the Rice Growers—and to the booktrade as well.

Books for healthy minds and bodies.

Books for social progress.

Books for business progress.

Books for pleasure.

Books for excitement.

Books for the development of the soul.

Books for those needing a hobby.

Books for gifts.

Books for anything and everything.

Reasons. Reasons. Reasons. Reasons. and more reasons for buying books—at bookshops, and departments, members of the A. B. A.

Were our possible field small or nearly developed; were we near the "saturation point," such a campaign would not be necessary. But the field is large, and much of it is not cultivated *by bookshops*. Consequently an advertising campaign of this type has a great chance of developing new business. It only needs the support of everyone to get it started. One is almost tempted to say, "Don't be selfish—cooperate." But it really should be "Be selfish—cooperate." For, at little or no cost, there is a chance for all booksellers to take advantage of a national business building campaign. And, we must warn you, without the cooperation of everyone, there will be no campaign. So, let us hear from you without delay.

Bookman's Field Day

CHICAGO'S big day for the book-trade was celebrated for its twenty-first year on July 10th on the grounds of the Chicago Golf Club. As usual there was a big turn out because of the number of travelers who planned to be in the city at that time.

The east won the ball game, and they haven't done that for years. Levy, third base and center fielder for the eastern team, was the hero of the day. The east got five runs in the ninth inning to the west's three, an exciting finish, and the final score was 13-11. "The Sidewalks of New York" was played in celebration and a toast at the banquet was given for Mr. Levy.

Among other events were the 18-hole golf match, and the prize for a low net handicap was won by Peter Wolter and for low gross no handicap by Jack Fraser (as usual). The blind bogey golf was run off in the afternoon, the prize going to George Amis. In the afternoon the prize for 18-hole golf, low net under handicap, was won by Charles A. Johnson, low gross no handicap by R. S. Hursh. Barnyard golf at two o'clock consisting of horseshoe pitching was won by George C. Hallberg, and the great annual pinochle contest was won by Ben Spero, and the bridge prize went to George E. Capeller, the putting contest at the end of the afternoon went to F. J. O'Donnell, the approaching and putting contest being won by Tom Clagett. The awarding of the prizes was one of the features of the dinner at 7:30, and W. F. Donohue presided.

There were 116 present—buyers, travelers and bookmen of all kinds and from all firms. This is one of the largest gatherings that has ever been held, and it would seem to mark the revival of interest in this famous get-together. The general committee in charge were W. J. Barse, F. T. J. Nunan, Duke Hill, E. F. Brewster and L. B. Vaughan.

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Changes in Price

THE VIKING PRESS, INC.

"Jerome or The Latitude of Love" by Maurice Bedel, published at \$2.00—formerly announced as \$2.50.

Fred Woodward, of Woodward and Lothrop, Retires

FRED E. WOODWARD, manager of the book department of Woodward and Lothrop of Washington has retired with a pension after forty-five years of continuous service, thirty-five of it with the book department.

On Sunday the 22nd he spends his 78th birthday at his home at 20 Denwood Ave., Takoma Park, Maryland.

Mr. Woodward is one of the best known and beloved figures in the retail trade and has made his individual contribution to the studies of publishing statistics by charts published in the *Literary Digest* annually.

Business Notes

GREAT FALLS, MONTANA—The Dundas Office Supply Company, formerly of Helena, is opening a new store at 13 Third Street South.

NEW BEDFORD, MASS.—Another delightful bookshop was added to the list of those established in recent years in the smaller New England cities when The Whaler Book Shop opened at 106 School Street last week. The proprietors are Imogene Weeks, who has till now been head of the girls' school at Milton Academy, and Helen E. Ellis, who has been connected with the same institution.

NEW YORK CITY—James V. Lago, who has conducted a Spanish bookstore at 154 West 14th St. as a side enterprise to banking which was his chief interest, has been arrested on a charge of larceny and his bank closed by the State authorities.

SAN FRANCISCO, CAL.—The Franklin Book Shop at 124 Post St. will hereafter be conducted by Florence Flick, the partnership with Gladys Chesebrough having been dissolved.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adkins, Homer, and McElvain, S. M.

Elementary organic chemistry. 183p. D (Internat'l. chemical ser.) '28 N. Y., McGraw-Hill \$2.25

Ainsworth, John

The story of Saint Christopher. 107p. il. D c. N. Y., Macmillan \$1.50

A children's story of the life of St. Christopher, the ferryman, companion volume to "The Story of St. Francis."

Anonymous

The story of the Inquisition. various p. il. D '28 N. Y., Freethought Press \$3

Arendzen, J. P., D.D.

Men and manners in the days of Christ. 296p. O '28 St. Louis, Mo., B. Herder \$2.75

Bailey, Alice Cooper

Kimo. 96p. il. (col.) O [c.'28] Joliet, Ill., Volland bds. \$1.25 bxd.

The story of an Hawaiian boy.

Bancroft, Frederic

Calhoun and the South Carolina nullification movement. 206p. D '28 Balt., Johns Hopkins Press \$2

Baroja y Nessa, Pio

The tree of knowledge; tr. by Aubrey F. G. Bell. 329p. O '28, c. '22, '28 N. Y., Knopf \$3

The story of a visionary young Spaniard who finds only meanness and lack of understanding in the actual world.

Bart, Belle

The heavens proclaim; being an analysis and explanation of the new astrology. 207p. (2p. bibl.) il., diagrs. D c. East Aurora, N. Y., Roycrofters bds. \$5

Batchelder, Paul M.

An introduction to linear difference equations. 215p. il. O '28 Cambridge, Mass., Harvard \$4

Beachley, Elizabeth

Ring of the Swamis, and other stories. 126p. D c. San Diego, Cal., Canterbury Co. \$1.50

Blake, George

Gettin' in society. 298p. D c. N. Y., Harper \$2

The social readjustment of the Faed family, middle-class Scots, who acquired a fortune during the War.

Bolton, Mrs. Ann Curtis

The life of Mrs. Robert Clay afterwards Mrs. Robert Bolton (née Ann Curtis) 1690-1738. 195p. front. (por.) D [c.'28] [Phil., Juliet C. Walker, 3939 Chestnut St.] \$5

Bonner, Mary Graham [Mrs. Eugene Edward Early]

Miss Angelina adorable. no p. il. (pt. col.) O [c.'28] Springfield, Mass., M. Bradley \$1.50

The adventures of a beautiful red velvet doll and her mother, Ada, who got tired of staying at home.

Brandane, John

The treasure ship; Rory aforesaid; the happy war [plays]. 248p. D '28 Bost., Houghton pap. \$2

Branom, Frederick Kenneth

Geography of Europe, Asia, Africa, Australia, and the polar regions. 222p. (bibl.) il., maps O (Social geography ser.) [c.'28] N. Y., W. H. Sadlier \$1.40

Addison, Eleanor

Nonamessett, and other verses. 54p. D '28 Phil., Author, 507 S. 41st St. pap. 75 c.

American Academy of Political and Social Science Standards in industry; ed. by Richard H. Lansburgh. 290p. il. diagrs. O (Annals; v. 137, no. 226) c. Phil., Author, 3622 Locust St. \$2.50; pap. \$2

Bacon, Eva M.

In the olden golden days; a novelty minstrel. 17p. S c. '28 N. Y., Fitzgerald Pub. Corp. pap. 35 c.

Bassler, Anthony

Diseases of the intestines, including the liver, gall-bladder, pancreas and lower alimentary tract; 3rd ed. rev. 925p. (bibl.) il. (pt. col.) diagr. O '28 Phil., F. A. Davis Co. apply

Bible. New Testament

The short story combined Gospels and reference harmony supplement. 366p. (57p. bibl.) O [c.'28] Bost., McGrath-Sherrell apply

Brunsmann, John

A handbook of fundamental theology; v 1, A general introduction to fundamental theology, natural religion; ed. by Arthur Preuss. 301p. O '28 St. Louis, Mo., B. Herder \$2.50

Buchan, John

The thirty-nine steps. 230p. D '28 c.'15 Bost., Houghton \$2.50

Greenmantle. 345p. D '28 c.'16 Bost., Houghton \$2.50

Mr. Standfast. 374p. D '28 c.'19 Bost., Houghton \$2.50

Three Richard Hannay stories taking him thru the war and into the British Intelligence Service, now published in a uniform edition.

Bulman, H. F.

The working of coal and other stratified minerals. 338p. diags. O '28 N. Y., Wiley \$8.50

Calisse, Carlo

A history of Italian law; tr. by Layton B. Register. 886p. (bibl.) O (Continental legal hist. ser.) '28 Bost., Little, Brown \$7

Campbell, Norman Robert

An account of the principles of measurement and calculation. 302p. O '28 N. Y., Longmans \$5

A text-book for advanced students.

Campbell, Wilson

Vincente, the Yaqui; a western story. 255p. D (C. H. popular copyrights) [c.'28] N. Y., Chelsea House 75 c.

Carfrae, Elizabeth

The devil's jest. 299p. D '28 N. Y., Harper \$2

The spell of a small West Indian island, and in particular one of its native women nearly brings tragedy into the lives of two English people.

Castle, Sydney E.

Domestic Gothic of the Tudor period [lim. ed.]. various p. il. O '28 Jamestown, N. Y., Internat'l. Casement Co.

Childers, James Saxon

Hilltop in the rain. 305p. D c. N. Y., Appleton \$2

A novel telling of the problems of finding one self in a small southern college on a professor's salary.

Chittenden, Russell Henry

History of the Sheffield Scientific School of Yale University, 1846-1922; 2 v. 628p. il. O c. New Haven, Conn., Yale \$10, bxd.

Christie, Mrs. Agatha Miller

The mystery of the Blue Train. 314p. D c. N. Y., Dodd, Mead \$2

Hercule Poirot unravels a complicated murder mystery revolving about an English girl, a Russian dancer and a beautiful American, possessor of the "heart-of-fire" ruby.

Collins, Wilkie

The moonstone; introd. by T. S. Eliot. 542p. T (World's classics, no. 316) '28 N. Y., Oxford 80 c.

Crone, John S.

A concise dictionary of Irish biography. 278p. (2p. bibl.) O '28 N. Y., Longmans \$3.50
An Irish who's who—the first to be published in fifty years.

[Curtis, J.]

The mysterious murder of Maria Marten at Polstead, in Suffolk. 319p. il. O (Famous trials ser.) '28 N. Y., Scribner \$3

Reprinted from the edition of 1828. One of a new series of volumes, of which four others are also listed in this issue.

D'Aurevilly, Jules Amédée Barbey

What never dies; a romance; tr. by Sabastian Melmoth. 438p. front. (col.) O '28 Chic., Argus Books, Inc. \$10, priv. pr.

Dent, Edward Joseph

Foundations of English opera. 252p. (bibl. footnotes) O '28 [N. Y.] Macmillan \$5

A study of musical drama in England during the seventeenth century.

Devamata, Sister

Sri Ramakrishna and his disciples. 209p. D [c.'28] La Crescenta, Cal., Anando Ashrama half fab. \$2.50

The life of a spiritual teacher of India.

Diaz del Castillo, Bernal i.e. Bernardo

The discovery and conquest of Mexico, 1517-1521; ed. by Genaro Garcia; tr. by A. P. Maudslay. 602p. (bibl. footnotes) il., maps O (B'way travellers) ['28] N. Y., Harper \$5

Dickenson, May Freud

Apron strings. 320p. D [c.'28] N. Y., Macaulay \$2

The dependence of a mother and sisters, later a wife, prevents Jo Knapp from satisfying his artistic talents.

Dilnot, George, ed.

The trial of Professor John White Webster. 283p. il. O (Famous trials ser.) '28 N. Y., Scribner \$3

The trial of the detectives. 302p. il. O (Famous trials ser.) '28 N. Y., Scribner \$3

Douglas, O., pseud. [Anna Buchan]

Eliza for common. 338p. D '28, c.'27, '28 Garden City, N. Y., Doubleday, Doran \$2
A story of family life in a Scotch parsonage.

Cowdry, Edmund Vincent, ed.

Special cytology, the form and functions of the cell in health and disease; 2 v. 1376p. (bibls.) il. (pt. col.) diags. O '28 N. Y., P. B. Hoeber \$20 bxd.

Cowley, A. E.

The date of the Hittite hieroglyphic inscriptions of Carchemish. 12p. O (Proceedings of the British Acad.) '28 N. Y., Oxford pap. 70 c.

Crocker, Philip Henry

The world's panacea. 192p. front. (por.) S [c.'28]

Chic., World's Panacea Pub. Co., 4943 Sheridan Rd. \$3.50

Curzon of Kedleston, George Nathaniel Curzon, 1st marquis

The personal history of Walmer Castle and its Lords Warden. 344p. il. O '28 N. Y., Macmillan \$11.25

Deloney's gentle craft; the first part; ed. by Wilfrid J. Halliday. 96p. S '28 N. Y., Oxford 50 c.

- Dunning, Hal**
The outlaw sheriff; a western story. 247p. D (C. H. popular copyrights) [c.'28] N. Y., Chelsea House 75 c.
- Emery, Frederic Barclay, and others**
Chemistry in everyday life [2nd ed.]. 781p. (bibls.) il., diagrs. D [c.'24, '28] Chic., Lyons & Carnahan fab. \$1.76
- Faulkner, Georgene**
Little Peachling, and other tales of old Japan. 91p. il. (pt. col.) O [c.'28] Joliet, Ill., Volland bds. \$1.25 bxd.
- Fripp, Edgar I.**
Shakespeare's Stratford. 96p. il., map D '28 N. Y., Oxford \$1.50
- Garber, Paul Edward**
Building and flying model aircraft. 300p. il. O '28 N. Y., Ronald Press \$2.25
- Garnett, A. Campbell**
Instinct and personality. 218p. (bibl. foot-
notes) O '28 N. Y., Dodd, Mead \$3
Modern theories of the unconscious interpreted,
and the author's own theory on the subject ex-
plained.
- Garrick, David**
The diary of David Garrick; being a record
of his memorable trip to Paris in 1751; ed. by
Ryllis Clair Alexander [lim. ed.]. 127p. il. D
'28 N. Y., Oxford \$8.50
- Gilbert, Sir William Schwenk**
Selected operas; First series; Second
series. 200p., ea. T (Caravan lib.) '28 N. Y.,
Macmillan \$1.40; lea. \$2, ea.
- Gist, Arthur Stanley**
The administration of an elementary school.
319p. (bibls.) diagrs. D [c.'28] N. Y., Scrib-
ner \$1.80
A companion volume to the author's "Elementary
School Supervision."
- Gollock, Georgiana A.**
Lives of eminent Africans. 160p. il., maps
D '28 N. Y., Longmans \$1.25
- Gosse, Sir Edmund William**
Modern English literature. 422p. S (Apple-
ton dollar lib.) '28, c.'97, '25 N. Y., Appleton
flex. cl. \$1
- Gray, Cecil**
The history of music. 292p. (4p. bibl.) O
(Hist. of civilization) '28 N. Y., Knopf \$4.25
A survey of European musical history.
- Gray, J.**
Ciliary movement. 170p. (8p. bibl.) diagrs.
O (Cambridge comparative physiology) '28
N. Y., Macmillan \$4.25
- Grosse, Ernest**
The beginnings of art. 337p. (bibl. foot-
notes) il. S (Appleton dollar lib.) '28, c.'97
N. Y., Appleton flex. cl. \$1
- Gruelle, John B.**
Raggedy Ann's magical wishes; il. by the
author. 95p. il. (pt. col.) O [c.'28] Joliet,
Ill., Volland bds. \$1.25 bxd.
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Harvard
- Introduction to social work, An. O'Grady,
J. \$2.60
Century
- Invader, The. Vaughan, H. \$2.50
Harper
- It happened like that. Phillpotts, E. \$2.50
Macmillan
- Kentucky in Washington. Robinson, L. L.
\$2
Standard Pr. Co.
- Kimo. Bailey, A. C. \$1.25
Volland
- Kingdom and the world, The. Martindale,
C. C. 90c.
B. Herder
- Life of Mrs. Robert Clay, The. Bolton, A.
C. \$5
Juliet C. Walker
- Lincoln (Abraham); 2 v. Herndon, W. H.
\$1, ea.
Appleton
- Lion-tamer, The. Hull, E. M. \$2
Dodd, Mead
- Little Peachling. Faulkner, G. \$1.25
Volland
- Liturgical dictionary. Hoffman, A. \$2.25
Liturgical Press
- Lives of eminent Africans. Gollock, G. A.
\$1.25
Longmans
- Lives of the popes in the Middle Ages, The.
Mann, H. K. \$5
B. Herder
- Living English Studies. Lee, E. \$1.20
Macmillan
- Makers of nursing history. Pennock, M. R.
\$1.50
Lakeside Pub. Co.
- Men and manners in the days of Christ.
Arendzen, J. P. \$2.75
B. Herder
- Mexican side of the Texan revolution, The.
Santa-Anna, A. L. \$5
P. L. Turner Co.
- Miss Angelina Adorable. Bonner, M. G.
\$1.50
M. Bradley
- Mr. Standfast. Buchan, J. \$2.50
Houghton
- Modern English literature. Gosse, E. W.
\$1
Appleton
- Moonstone, The. Collins, W. 80c.
Oxford
- Mysterious murder of Maria Marten at Pol-
stead, The. Curtis, J. \$3
Scribner
- Mystery of the Blue Train, The. Christie,
A. M. \$2
Dodd, Mead
- Napoleon III and the Rhine. Oncken, H.
\$2.25
Knopf
- Nature of conduct, The. Symonds, P. M.
\$1.90
Macmillan
- New elementary algebra for New York Re-
gents' schools. Wells, W. \$1.28
Heath
- Outlaw sheriff, The. Dunning, H. 75c.
Chelsea House
- Pallas Athene. Worth, J. G. \$1.25
Macmillan
- Peltzer case, The. Harry, G. \$3
Scribner
- Physical education for public schools. Maro-
ney, F. W. \$2
Lyons & Carnahan

- Poems. Rowe, R. \$1.80 *Macmillan*
 Poetry of Father Tabb, The. Tabb, J. B. \$3 *Dodd, Mead*
 Practical television. Lerner, E. T. \$3.75 *Van Nostrand*
 Preparation of Stewart Burton Nichols. Nichols, M. S. \$3.50 *Grafton Press*
 Pure in heart, The. Kessel, J. \$2.50 *Dodd, Mead*
 Raggedy Ann's magical wishes. Gruelle, J. B. \$1.25 *Volland*
 Ramakrishna (Sri) and his disciples. Devamata, Sister. \$2.50 *Ananda-Ashrama*
 Red scar, The. Wynne, A. \$2 *Lippincott*
 Ring fence, The. Phillpotts, E. \$2.50 *Macmillan*
 Ring of the Swamis. Beachley, E. \$1.50 *Canterbury Co.*
 Riviera coast, The. Richardson, L. \$4 *Dodd, Mead*
 Science of imposition, The. Reed, J. H. \$5 *Inland Printer Co.*
 Scientific purchasing. Gushee, E. T. \$3 *McGraw-Hill*
 Selected operas. Gilbert, W. S. \$1.40 *Macmillan*
 Shakespeare's Stratford. Fripp, E. I. \$1.50 *Oxford*
 Silver tassie, The. O'Casey, S. \$1.75 *Macmillan*
 Since I was twenty-five. Rutter, F. \$3.50 *Houghton*
 Social progress. Hertzler, J. O. \$4 *Century*
 Songs of the church year. Hoppe, A. \$1.60 *Augustana Bk Concern*
 Songs of the soil. Stanton, F. L. \$1 *Appleton*
 State taxation of railways in the United States. Huang, H. J. \$4 *Columbia Univ. Press*
 Storage batteries simplified. Pagé, V. W. \$2 *N. W. Henley Pub. Co.*
 Story of Saint Christopher, The. Ainsworth, J. \$1.50 *Macmillan*
 Story of the Inquisition, The. Anonymous. \$3 *Freethought Press*
 Story-telling poems. Olcott, F. J. \$3 *Houghton*
 Strange case of "William Cook," The. Keverne, R. \$2 *Harper*
 Tales by Washington Irving. 80c. *Oxford*
 Taming of the shrew, The. Shakespeare, W. \$2 *Macmillan*
 Text-book of the principles and practice of nursing. Harmer, B. \$3 *Macmillan*
 They return at evening. Wakefield, H. R. \$2 *Appleton*
 Thing called love, The. Lanier, H. W. \$2.50 *Doubleday, Doran*
 Thirty-nine steps, The. Buchan, J. \$2.50 *Houghton*
 Treasure ship, The. Brandane, J. \$2 *Houghton*
 Tree of knowledge, The. Baroja y Nessa, P. \$3 *Knopf*
 Trial of Patrick Mahon, The. Wallace, E. \$3 *Scribner*
 Trial of Professor John White Webster, The. Dilnot, G. \$3 *Scribner*
 Trial of the detectives, The. Dilnot, G. \$3 *Scribner*
 University of Utah plays. Lewis, B. R. \$1.50 *J. W. Luce & Co.*
 Van Gogh (Vincent). Meier-Graefe, J. \$3 *Payson & Clarke*
 Vincente, the Yaqui. Campbell, W. 75c. *Chelsea House*
 What never dies. D'Aurevilly, J. A. B. \$10 *Argus Books, Inc.*
 What price salvation. Washburn, J. S. \$3 *Dorrance*
 With malice toward none. Morrow, H. M. W. \$2.50 *Wm. Morrow*
 Working of coal and other stratified minerals, The. Bulman, H. F. \$8.50 *Wiley*
 Works Council, The. Guillebaud, C. W. \$6.40 *Macmillan*

The Field of Old and Rare Books and Weekly Book Exchange

Walter M. Hill Purchases Virginia Treasures at London Auction

J. Christian Bay

The John Crerar Library, Chicago.

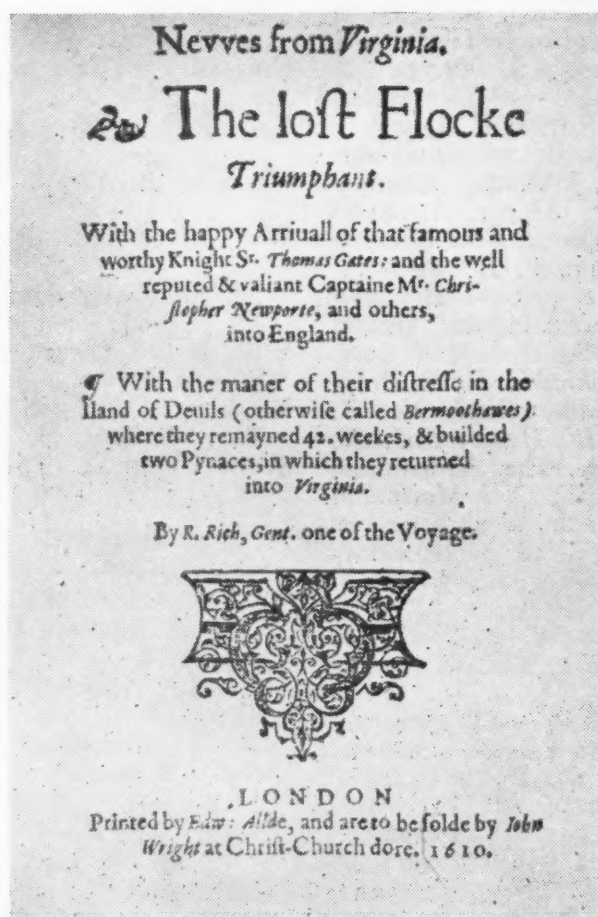
WALTER M. HILL, international bookman, of Chicago, Ill., won some well-deserved laurels in the recent sale of the library of Henry Percy, Earl of Northumberland, at Sotheby's in London. The Chicago bookman usually has little to say on the subject of his acquisitions; still, in his quiet way, for nearly thirty years his selections have commanded the respect of our most notable and exclusive collectors. Such libraries as those of the late J. A. Spoor and H. V. Jones owe many beautiful and some unique copies to the skill and foresight of Mr. Hill. Of the acquisitions of living collectors Mr. Hill naturally never speaks, but the fine pieces which are not recorded in his catalogs are many; and members of the ardent brotherhood of bibliophiles ever and again confide to one another what luck they had with Walter Hill in regard to fine condition and—invariably—a genuine

enthusiasm over things of intrinsic value and historic significance.

The April sales of the Northumberland Collection, in London, disclosed the pres-

ence of book treasures hitherto known to but a few collectors and special investigators. It was indeed unusual that a private library, moreover one consisting of the most exquisite intrinsic rarities, should remain undisturbed and practically unknown for nearly three hundred years. This, however, was the case with the books and manuscripts assembled by Henry Percy, Earl of Northumberland, who died at Petworth House in 1632. The Earl was born in 1564,—a member of one of the most powerful historic families of England. He took a prominent part in the public move-

ments of his day, notably in the enterprises and discoveries beyond the seas. A friend of Walter Raleigh and a supporter of the Virginia Colony, he remained in close con-



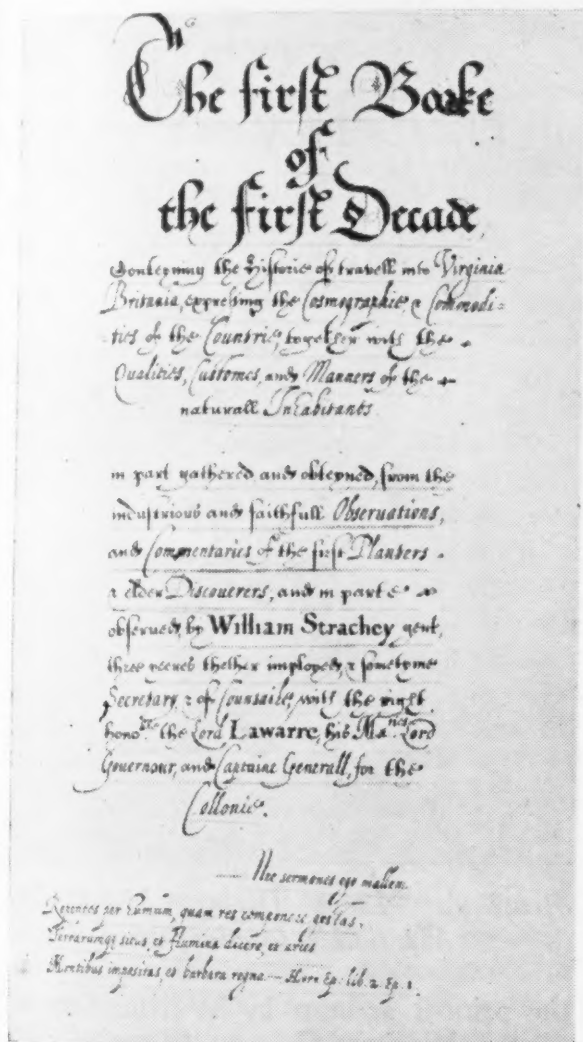
Title-page of Rich's "Newes From Virginia," 1610

tact with the adventures of the western pioneers among whom his brother, George Percy, held office for some time. The Virginia colonist, William Strachey, seeking support from Henry Percy for his Virginia interests dedicated to the Earl what seems to be the earliest of the three known manu-

uty Governor of Virginia, from 1609 to 1612, was a staunch supporter of Capt. Smith in the rivalries of the early colonists. In later years he wrote an apology for the events as he saw them during his journey to America. This important document never was published and appears to have survived only in the manuscript copy in the Northumberland Collection.

At Petworth Castle during the lapse of the centuries a number of manuscript maps and rare books were brought together, especially by the early members of the Percy family. Altogether no other collection equal in American interest and significance to this one, seems to have survived until the present day. Before these unique books reached Sotheby's auction room, it was anticipated that all the greatest collectors of Americana would be eagerly interested in securing one, or another, or all pieces of interest to the early development of the British plantations on our continent. Beside the books, the collection contained a most unique array of the very earliest maps pertaining to the said plantations; and many were the conjectures thruout this country about the possible fate of the many monumental works, all of which clearly deserve a place in our largest and best American libraries.

Walter M. Hill's participation in auction room events is characterized by his dogged persistence in the pursuit of the books that hold his sympathy and respect. Far from being a plunger, he has a deep-seated conviction about his preferences. Out of the auction rooms of New York Mr. Hill has taken a very notable amount of high class material during the last twenty years. Without being spectacular, he has persistently gone after the things he wanted. In some cases he would take the lion's share out of an auction and yet leave behind him enough for his colleagues. No market in the world has been more satisfactory than that of intrinsically important and great books; no market offers more satisfactory rewards for constant affection and sustained good judgment at the present time. Mr. Hill, amidst the gentle fluctuations of these conditions, has preserved a catholic taste. He has refrained from specializing in any one field; and this, we think, has been a strong element in his success as a bookseller, in that it enabled



Strachey's manuscript of his "Historie of Travel into Virginia Britania"

scripts of his "Historie of Travel into Virginia Britania."

Among other works pertaining to the early colonization of America, the Earl of Northumberland possessed such rarities as Rich's "Newes from Virginia," 1610; the 1608 edition of Capt. John Smith's "True Relation;" Brereton's "Briefe and True Relation," 1602 (the first publication in England relating to New England); Rosier's "True Relation" of Capt. Weymouth's voyage, 1605; and Wood's "New England's Prospect," 1634, which is the first detailed account of Massachusetts.

The Earl's brother, George Percy, Dep-

him to serve collectors in fields of the greatest variety. From agriculture to poetry; from incunabula to the latest favorite—his experience embraces all names and phases of book collecting. One never is certain of what he may or may not find in Mr. Hill's office, but one is always sure of finding something worthy of his very special attention.

Out of the Northumberland Collection Mr. Hill succeeded in plucking three prizes, all of which already have their abiding place in an important Western collection. The first is Richard Rich: "News from Virginia," London, 1610, a magnificent book of which only three other copies seem to be known. This is the only copy outside of public institutions. The book consists of 22 verses, each of 8 lines, on the subject of the Virginia Colony. These verses, introduced by a humorous preface, are designed to recount the experiences of Sir Thomas Gates and Mr. Christopher Newport and others during their voyages in the West, including their distress in the "Island of Devils" where they remained for 42 weeks and built two ships in which they returned to Virginia.

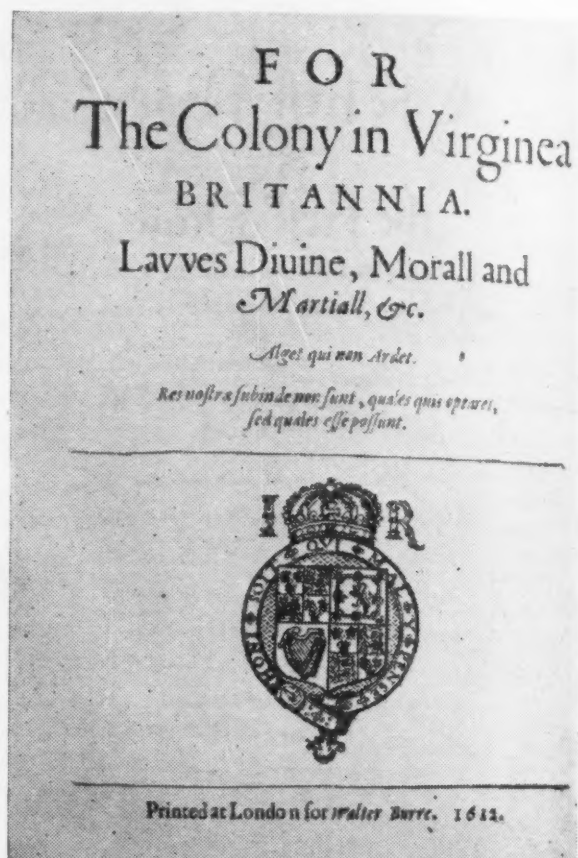
Mr. Hill secured this book in the face of strong competition. Only one other copy exists in America, that of the Huntington Collection in California.

The Strachey manuscript, a folio volume, dated 1612, and characterized as probably the most important manuscript of American interest now in private hands, was the next object of Mr. Hill's attention. He secured this treasure at a price large enough to satisfy even the most sanguine expectations.

William Strachey, the author, was a member of the expedition to Virginia in 1609. It was his ship, "Sea Venture," which suffered shipwreck on the Bermudas, mentioned in various accounts believed to have provided Shakespeare with material for "The Tempest." The manuscript consists of 122 leaves and is ornamented with a number of original imprints of De Bry's plates together with a copy of John Smith's 1612 map of Virginia, colored by hand,—the renowned map of Virginia in which Chesapeake Bay is represented as opening into the colony from the west. In the preface to this manuscript Strachey says that this is the first draft of a collected re-

port into which he has had time to digest his notes and diaries. The authenticity of this great manuscript consequently is almost overpowering, and the manuscript certainly is a great acquisition to the Americana in all American libraries.

The third book acquired by Mr. Hill is



Strachey's "Laws Divine, Morall and Martiall," London, 1612

the printed account by William Strachey of the Virginia Colony: "Laws Divine, Morall and Martiall." It was printed in London in 1612 and probably is the finest copy in existence. Only four other copies are known. The book contains the earliest compilation of the settled laws of Virginia, a very stern code compiled by Sir Thomas Gates and Sir Thomas Dale in 1610-1611, and revised in 1612 by Sir Edward Cecil.

This copy, a subject of keen bidding at the sale, is in its original binding. No other copy has been sold by auction since the Heber Sale nearly one hundred years ago; probably no other copy now remains unattached, and it is a fair conjecture that but few bookmen would be privileged to pass thru their hands any book of equal importance even in a long span of professional activity.

A Notable Americana Catalog

*"Being a Selection of Books From the Library of Herschell V. Jones,
Minneapolis, Minnesota"*

Carl Purington Rollins

FROM the Printing House of William Edwin Rudge there has recently come an elaborate set of books which will take its place with the more important catalogs of recent years. The full title is: "Adventures in Americana: 1492-1897: The Romance of Voyage and Discovery from Spain to the Indies, the Spanish Main, and North America; inland to the Ohio Country; on toward the Mississippi; through to California; over Chilkoot Pass to the Gold Fields of Alaska. Being a Selection of Books from the Library of Herschell V. Jones, Minneapolis, Minnesota. With a Preface by Wilberforce Eames."

Dr. Eames's preface is so succinct, and tells the story of this catalog so well, that it will bear quoting in full. "The three hundred pictures of title-pages, which illustrate this catalog, give a good idea of what a remarkable collection of over seven hundred volumes the owner has succeeded in bringing together in less than half-a-dozen years. The whole period of American exploration is covered, by original or contemporary publications, in chronological order, for about three hundred and seventy-five years; from the beginning by Columbus and Vespucci, to the gold-diggers of California, the Great West, and Alaska. In one respect the collection is pre-eminent, and that is in the number of books of extraordinary rarity and cost, or which are believed to be unique. The result shows what can be accomplished by a combination of good judgment, courage, and means."

Mr. Jones, the late editor of the *Minneapolis Journal*, bought widely, wisely, and at no inconsiderable expense. An examination of the items in this monumental list shows a large number of excessively rare items, and, as one would expect, an astonishing variety—from a letter by Columbus to the Spanish royal treasurer (Rome, 1493) down to Rand, McNally

& Co.'s "Golden Alaska, an up-to-date Guide" to the Klondike (Chicago, 1897). Columbus, if he could look over this picture book of volumes brought forth as a result of his search for the Indies might echo "What hath God wrought?" But there is a somewhat melancholy fitness in beginning and ending the book with these two items: what actuated Columbus as well as the Klondike miner of 1897 was not the desire for "a faith's pure shrine" but desire for gold!

There is another melancholy note in these two volumes. The earlier illustrations, if exhibiting no outstanding typographical rarities, are at least comely in matters of type and arrangement. The books in the collection were not printed by the great masters, but by the convenient printing-offices of every city in Europe. But they show the ordinary beauties and faults of their time. As the dates come down to the nineteenth century, what a welter of poor typography they herald! The decadence of printing as an art, can nowhere be better studied, as has been said, than in the successive editions of standard works: here in these volumes something of the same sort is presented for our perusal.

The arrangement of the material is admirable. On the verso of the leaf is a sufficiently full description of each of the three hundred items, done by Helen Fagg under the advice of the editor. Opposite is a full-size reproduction, usually of the title-page. The text as well as the illustrations are done at the Printing-House of William Edwin Rudge by the Aquatone process—and as this process bids fair to become of considerable importance in all books combining text with many illustrations, making "Adventures in Americana" interesting as showing the possibilities of this modern method. The result, while lacking something of the crispness of typo-

graphic printing, is so far superior to a dual treatment of type and pictures as to quite justify its use not only here but in similar future ventures. There is a title-page designed by Bruce Rogers in a style well adapted to the book, and printed in red and black. There is a complete index. The books are bound in black cloth, with

gold stamping. The price of \$125 for the set seems a bit stiff, but it is to be supposed that Mr. Jones intended to distribute copies to his friends, and that others might justifiably be expected to pay at least a portion of the presumably large expense involved in getting out such handsome volumes.

Romantic Stories of Books

John T. Winterich

Author of "A Primer of Book Collecting" and "Collector's Choice"

IX.

The Innocents Abroad

LEE met Grant at Appomattox and a demobilized Union soldier, who was fussy about his personal appearance, devoted a sizeable share of his resources to getting an occasional shoe-shine in French's Hotel in New York. His dress, apart from his glistening shoes, was so shabby that the management finally requested him to take his custom elsewhere. A few years later he bought the hotel.

The shabby ex-soldier was young Joe Pulitzer, and he has nothing at all to do with this story beyond the fact that there were two million others like him. Yet not quite like him. Exact statistics are not available, but the proportion of the two million who subsequently acquired hotel properties, whether or no they tore them down and built newspaper offices in their stead, was certainly negligible. Many, probably most of the two million, never recovered the economic ground lost by their service. Thousands of them—a far greater proportion than among Americans in the World War—bore the scars of wounds or disease, or of privations suffered in military prisons. They were glad to take anything that offered—if anything offered.

Doubtless a considerable fraction of them were attracted by the appeal of the American Publishing Company of Hartford, Connecticut, who were "engaged in the publication of rare and valuable works, selling them by subscription only." "The sale of our works," the company declared, "is an

honorable and praiseworthy employment, and is particularly adapted to disabled Soldiers, aged and other Clergymen having leisure hours, Teachers and Students during vacation, &c., Invalids unable to endure hard physical labor, Young Men who wish to travel and gather knowledge and experience by contact with the world, and all who can bring industry, perseverance, and a determined will to work. *Women who can devote time to the work, often make the best of canvassers.*" The italics and the reprehensible comma were the American Publishing Company's.

The company had done rather handsomely in the subscription book line. Its mainstay among authors was Albert Deane Richardson, who as representative of Horace Greeley's New York *Tribune*, had had far more than the average war correspondent's share of hair-breadth 'scapes and countless other thrills, and wrote graphically of them. By a tragic irony he met his fate in the home office of the *Tribune* at the hands of a freshly divorced husband whose former wife Richardson was engaged to marry. Richardson lingered six days after the shooting and the devoted woman married him on his death-bed. He was only thirty-three, but he had lived long enough to pass on some excellent advice to a writer whose connection with the American Publishing Company, and whose place in world literature, were to exceed vastly in importance those of the gallant Richardson.

Those disabled soldiers, aged clergymen and others equipped with the qualities sought by the American Publishing Company, who responded to its appeal, must have netted a tolerably neat income, for there was money enough in the North to spend for books. There was money enough for sundry luxuries—travel, for instance. On June 8, 1867, the steamer *Quaker City* was to sail on an excursion to the Holy Land. In a day of round-the-world cruises and floating universities such a trip as the *Quaker City's* would command only enough newspaper space as to cause an instant's twinge of envy in the breast of any one who couldn't go. Oddly enough, the projected *Quaker City* venture commanded little more press notice at the time. Yet it was to be an historic argosy. The pilgrimage was to be the first of its kind in maritime history—the first occasion on which a company of passengers would embark as a unit for a trans-ocean voyage with the expectation of returning in a like state of solidarity. Several notables were due to make the trip. The promoters of the enterprise made much of the fact that the Reverend Henry Ward Beecher and General William Tecumseh Sherman were going—they didn't go, but that may not have been the promoter's fault. There were some seventy-five names on the passenger list, from Allen, A. B., New York City, to Van Nostrand, John A., Greenville, N. J. A fifth of the way down appeared the name of Clemens, Samuel L., San Francisco.

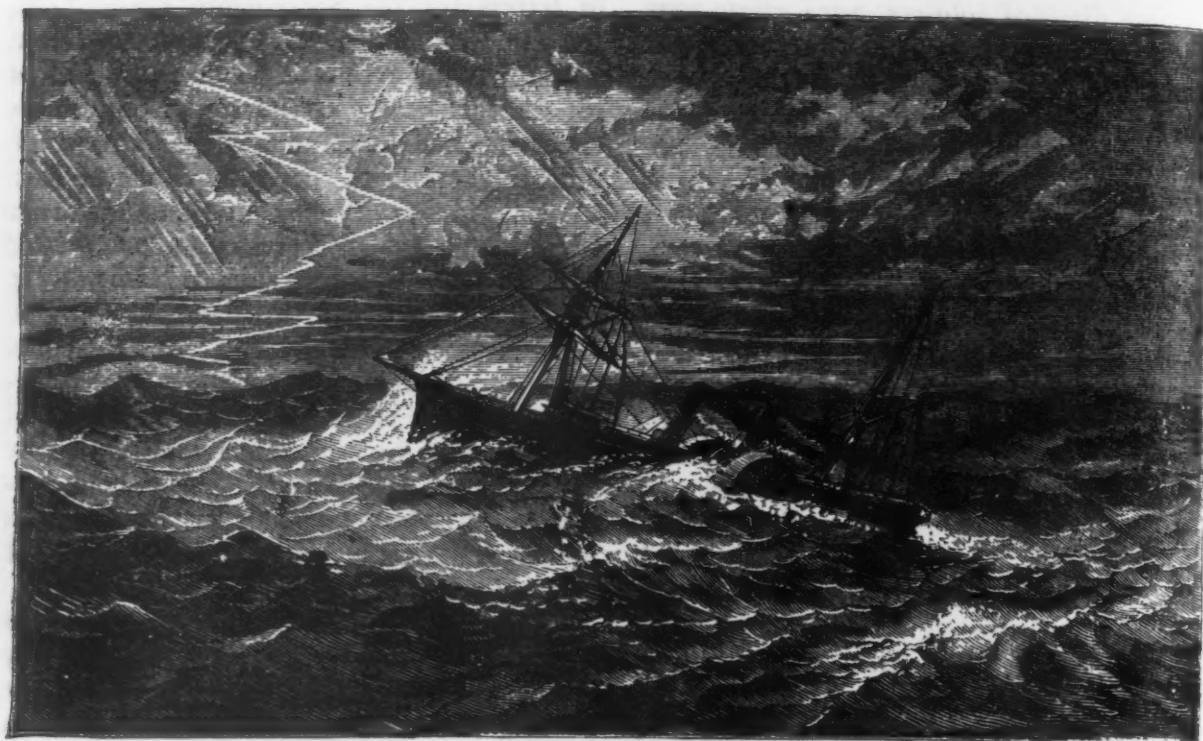
Clemens was a sort of war veteran himself. In 1861, in his home town of Hannibal, Missouri, he had joined a local military company and been elected second lieutenant. The outfit was billeted in a barn loft one night when the hay caught fire. Lieutenant Clemens, awakened from a sound sleep, rolled out of a window, and the enthusiastic troops pitched a pile of burning hay on him. He had sprained his ankle badly on landing, but with this fresh indignity he took to his good heel and ran out of the war. He remained in bed at the adjacent farmhouse for several weeks recovering from the experience, and the Confederacy lost an item of indifferent junior officer material. Young Clemens went out to Nevada, then to San Francisco, doing more newspaper work than anything else. In 1866, he was sent to the Sandwich Islands—that is, Hawaii—to write a series

of letters for the *Sacramento Union*. At the end of that year he sailed for New York, having arranged to do some letters for the *Daily Alta California* of San Francisco—he had in mind a vague project of touring the world. In New York he saw Charles Henry Webb, an old California friend, and a book resulted, a patchwork of letters for the *Sacramento Union*. It took its name from the first piece, "The Celebrated Jumping Frog of Calaveras County, and Other Sketches." The collection was "by Mark Twain," a name born of early days on the Mississippi, which he had adopted in Nevada. The book appeared on May 1st—little more than a month before the scheduled departure of the *Quaker City*.

Sam Clemens was enthusiastic at the idea of the *Quaker City* party. In the early spring of 1867 he put the project up to the proprietors of the *Alta California*. After a protracted intra-office debate they told him to go ahead. They would pay him twenty dollars a letter for fifty letters of some two thousand words each—just what the *Sacramento Union* had paid him for his Sandwich Islands copy. And on June 8th, as advertised, "the very beautiful and substantial side wheel steamship *Quaker City*" steamed out of the port of New York with Sam Clemens on board.

The voyage lasted five months and eleven days. On November 19, 1867, the *Quaker City* docked at New York, and a much-traveled Sam Clemens began to look about for further gainful employment. A few days later he became for a few troubled weeks secretary to Senator William M. Stewart, representing the fledgling State of Nevada. "The Jumping Frog" was selling moderately, but the royalty returns were not sufficient to maintain him in the style to which he would like to be accustomed.

On December 1st a letter from the American Publishing Company reached him in Washington. Mr. Clemens had never responded to the appeal for "agents thruout the country"; he was not seeking "exclusive territory to operate in," nor did the letter intimate that he might own the qualities which made a good subscription book salesman. "We are desirous of obtaining from you," wrote the publishing company's Mr. E. Bliss, Jr., "a work of some kind, perhaps compiled from your



"The Quaker City" in a Storm—
Illustration from the first edition of "*The Innocents Abroad*"

letters of the past, etc., with such interesting additions as may be proper. . . . We are perhaps the oldest subscription house in the country, and have never failed to give a book an *immense* circulation." The letter then detailed the truly impressive figures of the firm's success with the books of Albert D. Richardson.

Mr. Clemens made haste to answer. He suggested a book composed of his *Quaker City* letters. "I could weed them of their chief faults of construction and inelegancies of expression, and make a volume that would be more acceptable in many respects than any I could now write. . . . If you think such a book would suit your purpose, please drop me a line, specifying the size and general style of the volume; when the matter ought to be ready; whether it should have pictures in it or not; and particularly what your terms with me would be, and what amount of money I might possibly make out of it. The latter clause has a degree of importance for me which is almost beyond my own comprehension. But you understand that, of course."

Early in the new year (1868) the high contracting parties got down to business. Clemens journeyed to Hartford, unaware, certainly, that that pleasant city would come to be more nearly home to him than

any community in which his restless feet ever found lodgment. Mr. Bliss offered him an interesting alternative: ten thousand dollars cash for the copyright or a five per cent royalty. Bliss favored the royalty plan; so did Richardson, with whom Clemens discussed it—Richardson's royalty, by the way, was only four per cent. Clemens accepted the royalty gamble—evidencing, as he later declared, "the best business judgment I ever displayed." Copy was to be delivered by the middle of July.

And here a serious hitch developed. The publishers of the *Alta California*, it appeared, had "stealthily" copyrighted the *Quaker City* letters and were now considering bringing out a book on their own account to win back their thousand-dollar investment. Correspondence failed to straighten out the tangle. There was nothing for it but a trip to San Francisco and a heart-to-heart, face-to-face talk with the proprietors.

Were the minutes of this conference available they would make interesting reading. It resulted in a complete Clemens victory, but not an easy one. The *Alta* people offered him a ten per cent royalty, but that wouldn't do—"the book sale would be confined to San Francisco and my royalty would not be enough to board me three

months." Well, then, the *Alta* people would forego the book idea, but "in my preface (to the American Publishing Company edition) I must thank the *Alta* for waiving its 'rights' and granting me permission. I objected to the thanks . . . After considerable debate my point was conceded and the thanks left out."

The incident rankled thruout Mark Twain's life. Thirty-six years later he wrote in the notes that have been assembled as his "Autobiography":

"Noah Brooks was editor of the *Alta* at the time, a man of sterling character and equipped with a right heart, also a good historian where facts were not essential. In biographical sketches of me written many years afterward (1902), he was quite eloquent in praises of the generosity of the *Alta* people in giving to me without compensation a book which, as history had afterward shown, was worth a fortune. After all the fuss, I did not levy heavily upon the *Alta* letters. I found that they were newspaper matter, not book matter. They had been written here and there and yonder, as opportunity had given me a chance working moment or two during our feverish flight around about Europe or in the furnace heat of my stateroom on board the *Quaker City*, therefore they were loosely constructed and needed to have some of the wind and water squeezed out of them. I used several of them—ten or twelve, perhaps. I wrote the rest of 'The Innocents Abroad' in sixty days, and I could have added a fortnight's labor with the pen and gotten along without the letters altogether. I was very young in those days, exceedingly young, marvelously young, younger than I am now, younger than I shall ever be again, by hundreds of years. I worked every night from eleven or twelve until broad day in the morning, and as I did 200,000 words in the sixty days the average was more than 3,000 words a day—nothing for Sir Walter Scott, nothing for Louis Stevenson, nothing for plenty of other people, but quite handsome for me."

Despite the *Alta* complication and the handicap of the transcontinental journey which that complication necessitated, the manuscript of the new book was ready very nearly on time. It seems to have reached Bliss's hands about the first of August. Not long thereafter it was turned over to Fay

and Cox of New York, jobbers of illustrations, and True Williams of their staff was entrusted with the task of executing the imposing total of two hundred and fifty sketches.

Not until the end of the following April did the book go to press on a print order of twenty thousand copies. It was called "The Innocents Abroad, or The New Pilgrim's Progress." Originally the manuscript had been entitled simply "The New Pilgrim's Progress," and the American Publishing Company had nearly been disrupted in the ensuing debate. "Sacrilege!" cried the opponents of the title, and the same sentiment was echoed in milder form a little later by Miss Olivia Langdon. Miss Langdon was a sister of Langdon, Charles J., Elmira, N. Y., of the *Quaker City* passenger list. Charles had been one of the most youthful members of the party—a mere boy in comparison with the senescent Sam Clemens, who was not quite thirty-two at the time. One day, visiting Clemens's cabin, Charles had showed him a miniature of his younger sister. Whenever Charles called on him after that Sam Clemens had asked to see the miniature. Home once more, he had visited Elmira and seen the original. Ten days before St. Valentine's Day of 1869 they became engaged. Having thus permitted Sam Clemens to select a new title for herself, Miss Langdon asserted the reciprocal right of approving or rejecting the title of the new book—and won it.

The first copies of "The Innocents Abroad" were ready at the end of July, 1869. Its success was immediate. The soldiers, clergymen, teachers, students, invalids, and others among whom exclusive territory had been parcelled out had disposed of 5,170 copies by the end of August, of thirty-one thousand by the end of the year. "It was a book of travel; its lowest price was three and a half dollars," records Albert Bigelow Paine, Mary Twain's thoro biographer. "No such record had been made by a book of that description; none has equaled it since. If Mark Twain was not already famous, he was unquestionably famous now. . . . He was swept into the domain of letters as one riding at the head of a cavalcade—doors and windows wide with welcome and jubilant with applause."

The very earliest copies of "The Innocents Abroad" to leave the press bore sev-

eral evidences of having been the result of a rush order. The table of contents occupied eight pages, and on the side margins of the final two (xvii and xviii) the page numbers indicating the chapter positions were omitted. What happened is obvious. The table of contents was set before the complete manuscript was in type—that is, before the folios for the final chapters were known—and the folios were to be added later. In the rush of make-up somebody forgot—and an agreeable bibliographical point was created. The word "Conclusion" (page xviii), that should have been included with the summary of Chapter LX, was also left out. Page 129, concluding Chapter XIII, contained only seven lines of type, and to fill the resulting five inches of white space a picture of Napoleon III, "the genius of Energy, Persistence, Enterprise," as young Mr. Clemens characterized him two years before Sedan, was inserted in subsequent issues. This brought the total of illustrations actually used to 235—one more than the title-page guaranteed. "Chapter XLI" (page 643) was eventually corrected to "Chapter LXI," but the original faulty transposition survived beyond the earliest issues, and the wonder is that it was ever discovered at all. All of these blunders are essential to a first issue, but if the first mentioned, the omitted numerals on pages xvii and xviii exists, the others are certain to be present.

It is thanks to Merle Johnson, who has gone over many copies of every known Mark Twain first edition with an ultra-fine-tooth comb, that the details of these highly significant minutiae are available to the collector.

Copies of "The Innocents Abroad" which enshrine these essential shortcomings are scarce—in good or fine condition excessively so. The combination of errors probably did not exist at the outset in more than a few hundred—possibly a few score—of copies. The book was read, reread and re-reread as only a popular book can be, and it was not a book to endure many readings. Its 651 pages of text plus five of publisher's advertisements measure nearly two inches in thickness, covers excluded—a ponderous bulk for any binding to support indefinitely without suffering a sprained hinge. In average good condition the book in its first state is worth around \$50.

On the February 2d following the appearance of "The Innocents Abroad," Olivia Langdon became Mrs. Samuel Langhorne Clemens in the full assurance that her husband could maintain her in the style to which she, at least, was accustomed. That very morning a check for four thousand dollars, the royalties on three months' sales, had reached Elmira from Hartford. It was none the less acceptable as a wedding present from the fact that it had been earned.

*The Blue Grotts—
One of the original
illustrations in
"The Innocents
Abroad"*



Current Rare Book Notes

Frederick M. Hopkins

THE music division of the New York Public Library was one of the American institutions to benefit materially by the auction sale of a large part of the music library of Dr. Werner Wolffheim, the scholar and collector of Berlin, which took place in the middle of last month in that city. A significant feature of the occasion was the very high prices paid by representatives of individual collectors, as well as national, state and city libraries, for items of what was the finest private collection of its kind in existence. The prices ranged from three to five times higher than the most optimistic predicted. The sale was an effective demonstration of the fact that the day of undervaluation of musical rarities has passed. The collection was not so rich as some others in autographs, but it has never been equalled in printed compositions and theoretical and historical books of the fifteenth and the eighteenth centuries. The catalog of the auction included collected editions of the classics, historical series, reprints and facsimiles of older books and music; bibliography, dictionaries, catalogs; musical theory; books on musical instruments, tablatures, and instrumental music. The remainder of the collection will be sold at auction this winter. The items which aroused the most vigorous competition were group six of the catalog, containing a series of about thirty tablatures for lute, guitar and organ of the sixteenth and seventeenth centuries. These brought bids ranging from \$200 to \$3,400 by the Washington Library, which purchased for the latter sum a modest little volume of forty-six leaves, the prize of the sale, this being an extremely rare lute tablature by Hans Judenkunig, printed in Vienna in 1523. The bids of the Library of Congress were few but decisive. A little group of nine works by Sebastian Bach, engraved, brought high prices, the highest price reaching \$1,750. Three of the tablatures were secured by the New York Public Library, which paid \$550 for Ioannes Baptista Bersardus's "Novus Partus," an invaluable

theoretical work of its period; \$235 for a copy of the celebrated "Orphenica Lyra" of Miguel de Fuenllana, and \$155 for the dialog "Il Fronimo," of Vincenzo Galilei, the father of Galileo Galilei, the astronomer. The Wolffheim collection was offered to parties in America for \$150,000. If the remainder brings as good prices as the part just sold, the total will far exceed any estimate of its value.

THE long-awaited Supplement to Claudin's "Histoire de l'Imprimerie en France," with an invaluable collection of 700 facsimiles of titles, colophons, and specimen pages, mainly of illustrated books, from the French presses of the 15th and 16th centuries, collected by the late A. Claudin, the well-known historian of French printing, with introduction and bibliographical letterpress, by Seymour de Ricci, has appeared in a limited edition of 200 copies. It will prove a most useful companion to Claudin's great book on the Paris and Lyons printers. The provincial French presses, so little known to bibliographers, are very fully represented. A great many of the reproductions are from unique books in small French libraries and would be unobtainable in any other form. It is also a valuable contribution to the history of engraving and contains the reproductions of a great number of early French woodcuts.

MICHAEL SADLEIR'S "Trollope: A Bibliography" is now definitely promised this fall by Constable of London. The author has long been engaged upon it, and Trollope collectors will be very glad to get it. Mr. Sadleir provides complete collations of all the books; describes bindings and binding-variants in careful detail; schedules fully part and serial issues; lists American and Tauchnitz editions; and generally supplies all that can reasonably be required in the way of historical and structural record of the novelist's works. The work is, however, more than a conven-

tional bibliography. The author has long had access to the complete file of Trollope's agreements and correspondence with publishers, and he has made a careful study of these documents, which furnish an interesting survey of Victorian publishing conditions. The terms of publication and the effect of those terms on a book's success or failure are examined and, going beyond the technicalities of production and authorship, careful consideration is given to the effects of publishing conditions on subsequent rarity or otherwise of each title. Mr. Sadleir has made a special study of the comparative scarcities nowadays of late eighteenth and early nineteenth century editions and, in this volume, draws some general conclusions which are of value and interest to collectors and students of past bookmaking.

FROM Maggs Bros., of London, comes another catalog, in two parts, Nos. 503 and 505, "English Literature and Printing from the 15th to the 18th Century," that is of great interest and bibliographical value. The catalog is a small quarto, 9½ by 7¼ inches, 876 pages, 2,584 items, and 52 full page plates, facsimiles of title-pages, frontispieces, broadsides and manuscripts. The titles and descriptions are given in full detail, and the bibliographical notes are scholarly and exhaustive. There are many very valuable books listed and there are hundreds priced at only a few pounds each. When an author is represented by a number of items, they are frequently preceded by a carefully-written biographical and bibliographical note of a few hundred words. The catalog is a model of its kind and deserves the careful study of the cataloger interested in this period.

A MOVEMENT has been started in North Carolina that is worth watching. Under the direction of Dr. J. G. de Rouillac Hamilton, professor of history at the University of North Carolina, the garrets of the old houses thruout the State are to be thoroly ransacked for letters and historical material throwing light on the history of the South. Southerners, says Dr. Hamilton, have as a rule been careless of manuscripts and letters that throw light on historical events. Now the legislature of North Carolina has appropriated funds for

a fireproof structure and repository for data at Chapel Hill at the State College. A beginning has already been made with most encouraging results. The North Carolina material already in hand contains, it is estimated, 40,000 pamphlets and volumes relating to early days in Virginia, North and South Carolina, Tennessee and Georgia. The plans include cataloging the material as it arrives, making it available to students, and plans are being considered providing for sending investigators into adjoining States in a house to house canvass for historical data. There never has been any such thoro attempt made before by any community to gather and preserve valuable records, and if it succeeds other localities and possibly States will follow North Carolina's example.

THE Nonesuch Press has furnished details of the new limited edition of Shakespeare which it will print. Herbert Farjeon will be the editor. The text will be reprinted from the First Folio of 1623 apart from "Pericles" and the "Poems," which will be reprinted from the Quartos. The First Folio text has been collated with the earlier Quartos, and, wherever possible, all outstanding variants will be recorded marginally. Where these Quartos differ so widely from the First Folio as to render collation impossible they will be reprinted in full, but not in the same volume as the First Folio counterpart. The first of seven volumes will be ready before the end of the year. The Nonesuch Press promises that this new edition of the great dramatist will have outstanding merit, typographically and editorially.

LONGMANS, Green & Co. have printed for private circulation a pamphlet entitled "A Letter of Dr. Johnson and Some Eighteenth Century Imprints of the House of Longman," by C. J. Longman. The letter, which is reproduced in facsimile, is addressed to Mr. Longman, Bookseller, Paternoster Row. This Mr. Longman, the accompanying text informs us, was Thomas Longman, the first of a long line of booksellers and publishers. The letter, tho undated, was evidently written in June, 1746, for it refers to the receipt of a contract by Dr. Johnson for his Dictionary and suggests a meeting for signing

it. As the contract was signed on June 18, 1746, this fixes the time within a few days. The original of the letter is in the Huntington Library at San Marino, California. The remainder of the pamphlet records changes that took place in the Longman firm up to 1758.

THE interest in "Pickwick Papers" cannot be said ever to suffer an ebb, but there was at least a strong flood tide of excitement when the fine perfect copy came up for auction in December of last year and brought the record price of \$16,300. It is not unexpected, then, that we should have new literature on the subject, and John C. Eckel, author of "First Editions of Dickens," has supplied this in a most acceptable manner in a volume entitled "Prime Pickwicks in Parts," published by Edgar H. Wells & Company of New York in a beautifully printed octavo limited to 440 copies at \$25.00. The book summarizes the interest in "Pickwick Papers" and gives a detailed account of the fourteen "prime"

copies. This is followed by a detailed discussion of the essential points of a good "Pickwick," first, the eleven primary points; next a careful description of the plates and the variations in each one; finally, a detailed description of the Bruton copy, now owned by A. Edward Newton, who supplies one of his inimitable forewords that will make this book a collector's item for that if for no other reason. The author, in the preparation of the book, has had the assistance of all the enthusiastic Dickensians, including Dr. Rosenbach, Gabriel Wells, James F. Drake, who have handled famous copies, and such collectors as Owen D. Young, who owns two of the prime copies, Carl Pforzheimer, W. B. Osgood Field, and others. The book has been printed in aquatone to provide for the careful reproduction of certain important documents, the frontispiece being a facsimile of the earliest advance of Pickwick, and there are certain pages from the original manuscript which is now in the possession of Dr. A. S. W. Rosenbach.

Good Second-Hand Condition

John T. Winterich

RUDYARD KIPLING'S "The Vampire" (which might be his best known poem had he never written "Danny Deever," "Gunga Din," or one of half a dozen others as familiar) first appeared in a catalog of the tenth (1897) summer exhibition of the New Gallery, London, in celebration of a painting of the same name by his cousin, Philip Burne-Jones, son of the pre-Raphaelite painter and fellow-craftsman of William Morris. The poem was widely reprinted during the next few months in dozens of newspapers and magazines, and there are numerous separate issues to confuse the collector unless he is armed with Mrs. Livingston's bibliography. Is there still another issue of the poem and the picture signed by Kipling, and perhaps by Burne-Jones as well? Such an issue is clearly indicated in a letter in the possession of Al-

win J. Scheuer of 26 East 56th St., New York. The letter, addressed to "Dear Phil" under date of December 5, 1899, and signed "Ever yours affectly Rud," informs Burne-Jones that "I think you're mistaken in thinking that the public require any guarantee beyond your word that I won't sign more than 250 of a certain set of reproductions of the picture. Send them down when they are ready and I'll attend to them." Clearly a signed issue was contemplated, whether anything came of the proposal or not. Mr. Scheuer communicated with Mrs. Livingston, who replied that she had never seen a copy, and added: "It is something to look for." The reproduction referred to in the Kipling letter may be Livingston 153, a double leaf folio, 14 by 28 inches, with the familiar verses on page two and the far less familiar illustration on page three. This item is unsigned.

THE following advertisement, appearing in the classified department of the *Saturday Review of Literature* for June 9th—that department most happily entitled “Counter Attractions”—doubtless filled every saver of old periodicals who saw it with visions of sudden wealth: *The Saturday Review for Sale*. Volume 1 (fifty-two numbers), \$15.00; Volume 2, \$10.00; Volume 3, \$7.50. Single copies, price on request. Back numbers of all magazines; list free. Salisbury, 78 E. 10th St., New York.” Perhaps no one was quite so surprised as Mr. Salisbury himself. Anyway, everything came out happily, for in the “Counter Attractions” department for the following week (June 16th) was published the following. “*Correction*. In the last issue, a typographical error in the advertisement of Thomas Salisbury made his offer read, ‘The *Saturday Review* for sale. . . . Second volume, \$10,000.’ While this error is too obvious for serious consideration, in justice to Mr. Salisbury we publish this erratum. The price should have been \$10.00. The *Saturday Review of Literature*, Adv. Dept.”

A BOOK to watch for is a signed copy of Christopher Morley’s recently published “*Toulemonde*”—if any. The limitation of the edition is announced as follows: “This first edition consists of one thousand two hundred and fifty copies for the United States and England, none of which will be autographed.” The book is inscribed—no, no! dedicated—to Mitchell Kennerley.

THE original typescript of Theodore Dreiser’s “*A Book About Myself*,” now in the possession of the Phoenix Bookshop of 41 East 49th Street, New York, discloses the interesting fact that this compilation of newspaper reminiscences was first called “*A Novel About Myself*.” The typescript contains 699 pages—a full seven hundred with the title sheet—and is copiously revised and corrected. It is, of course, the original manuscript, as the book was composed on the typewriter, as a newspaperman’s recollections of newspaper days properly should be. The original manuscript of Dreiser’s “*Sister Carrie*” (handwritten) is owned by H. L. Mencken, who is credited with the promise that he will one

day present it to the Library of Congress. The Phoenix shop also has the original manuscript of Dreiser’s “*The Lost Phoebe*,” probably his most famous short story, which has already been used in half a dozen anthologies.

“WHO’S WHO IN AMERICA,” which explores deep into the heart of things and detects first or middle names that have dropped out of the race in the owner’s progress toward fame, lists William Beebe as William Beebe and nothing more. Professor Beebe’s first book, “*Two Bird Lovers in Mexico*” (Boston, 1905) was published as the work of C. William Beebe. The book exists in two States, and possibly a third. One issue, in yellow cloth, has an entirely different cover design from another in green cloth. In the green cloth binding the name on the cover, C. William Beebe, has obviously been restamped; in the yellow cloth issue the stamping is a clean job. Evidently some error was made in the name and hastily corrected. What was the error, and do any copies exist in which the error is uncorrected?

THE abstruse report of no commission of expert investigators is necessary to account for the recent and continuing boom in books about aeronautics. Not every collector of aeronautica cares to go much further than Lindbergh’s “*We*,” Byrd’s “*Skyward*,” Chamberlin’s “*Record Flights*,” “and others similar,” as the auction catalogs have it. To those who do, however, the bookseller stands ready to be of service. Forty-two items are listed under the heading “*Aeronautics*” in Catalog No. 4 issued by the Pegasus Bookshop, Inc. of 31 East 60th Street, New York. It is noteworthy that more than a third of these items are American imprints. The most expensive book is Francesco Lana’s “*Prodromo dell’ Arte Maestra*” (Brescia, 1670), listed at \$75. The *Encyclopaedia Britannica* calls Lana’s “the most noted scheme for navigating the air promulgated previously to the successful experiments of the Montgolfiers. His idea, tho useless and unpractical in so far that it could never be carried out, is yet deserving of notice, as the principles involved are sound; and this can be said of no earlier attempt.”

THE idea of a transatlantic air journey is at least eighty-eight years old. Maggs Brothers, in their bulky Catalog 502 (Bibliotheca Americana Part VII), offer a letter from Charles Green, aeronaut, to Edward Spencer, a professional brother, dated Norwich, September 1, 1840, from which the catalog quotes the following: "We are busily employed on the Balloon and find it in as good condition as I expected, in short even better, as it regards the varnishing, and I think we shall have it in such condition by the end of the week that I shd like a voyage with it from here to St. Petersburg, as I am sure I could accomplish it from its capability of retaining the gas during a much longer voyage, and were it not for its great increase of weight caused by the bad varnishing of it, I would immediately leave England for New York with it." The letter is priced at £6 10s.

The only aeronautical Green whose name was familiar to your correspondent was Darius. Investigation, however, disclosed that Charles Green was one of the most notable balloonists of his day or any other. He made no fewer than 527 ascents, one on the back of a pony, presumably the only exhibition of the kind ever attempted. Once he was wafted from England to Weilburg, Nassau, Germany—five hundred miles in eighteen hours. In 1838 he ascended to 27,146 feet—a quite respectable figure even for 1928. On one occasion someone with an unusually distorted sense of humor cut into the ropes holding the basket to the bag, and as soon as the balloon left the ground the basket dropped off. Green and a companion had to take refuge in the hoop of the balloon, but landed safely after a perilous flight. "This is the only case on record of such a balloon voyage," the Dictionary of National Biography gravely asserts.

The idea of an air trip to New York developed in Green's mind in 1840, and he toyed with the thought for some years. Nothing came of it. Nor, apparently, did anything come of the St. Petersburg idea. At all events Green was not a crack-brained enthusiast, but a scientific and successful aeronaut. His son followed in the father's footsteps, so to speak, and made eighty-three ascents. Both seem to have died in bed.

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**Salten's "Bambi" Manuscript
in Thirty Pages**

THE original manuscript of Salten's "Bambi: A Life in the Woods," is a curiosity that will interest every one who has had anything to do with autographs. It consists of thirty sheets of note paper, 5 by 7 inches, containing 30,000 words, or an average of 1,000 words to a page. The manuscript is now in the possession of Richard L. Simon of the firm of Simon & Schuster, who published the book here. "Every letter," says Mr. Simon, "is as clear as type and as fine as six-point." When Salten sits down to write he has several dozen finely sharpened hard lead pencils, using one after the other as fast as the sharp point is dulled. If one has seen a page of Salten's manuscript he will never forget it, for there was never another that resembled it. Thackeray, at times, wrote a very fine hand and could crowd a great many words on a page, but he never reached the record of a thousand words to the page.

**Material on William Wilkie
Collins Desired**

DOROTHY L. SAYERS, 24 Great James Street, London, writes: "I have for some time had in mind a critical and biographical study of William Wilkie Collins, and am now engaged in collecting the necessary material. May I, thru your valuable columns, ask those who would be willing to permit access to manuscripts, letters, or papers in their possession to kindly communicate with me? I need not add that all communications will be treated as confidential."

**Illustrated Edition of "The
Strange Gentleman"**

THE first illustrated edition to be published of Charles Dickens' play "The Strange Gentleman" is just issued by W. Miller, London bookseller, in a limited edition of 300 copies. The play, or Comedy Burletta, as Dickens called it, was first printed in 1837. The 14 illustrations include reproductions of scarce originals by John Leech, "Phiz" and John Orlando Parry.

Queries and Replies About Old and Rare Books

I am interested in old periodicals about old books. Where can I obtain sets of The Bibliographer, Book-Lore, and The Bookworm, and about what would they cost me?

The Bibliographer began publication in December, 1881, and ended with the issue of May, 1884. The six volumes, in cloth, will cost about £2, possibly a little less. *Book-Lore* started in December, 1884, and was discontinued with the November number, 1887. A complete file, bound in six cloth volumes, will cost about £2, possibly a few shillings more. *The Bookworm* began in 1888 and ended with 1894, and is complete in seven volumes. Generally to be found in substantial cloth binding, and will cost about £4. These periodicals are well indexed. They were all published by Elliot Stock of London, and the lover of old books and old-time literature will find a great deal of interest in them. Write to your bookseller and have him find these old periodicals in binding for you. You are not likely to find more entertainment for the money elsewhere.

I have a fine copy of Longfellow's "Evangeline," 1847, first edition, which I purchased a few years ago for \$50. I have noticed two copies in recent booksellers catalogs priced at \$150, which appears high to me. Am I right? Several friends will be interested in your answer.

The rarer books of all of the more important American authors of the last century, with scarcely any exceptions, are increasing rapidly in value. The first edition of Hawthorne's "Fanshawe," recently appeared in a bookseller's catalog priced at \$5,000. A long list could be compiled showing sensational advances. "Evangeline" is in this class. In the last issue of the "American Book Prices Current" just pub-

lished three copies of the first edition of "Evangeline" are recorded. The first brought \$95; the second, with an A.L.S. of the author inserted, \$350; the third in original boards, uncut, a very fine copy, \$520. In a bookseller's catalog just received "Evangeline" is listed at \$375, with the following note: "An excessively rare book, particularly in the original boards and in such fine condition. When a copy of this book does come up for sale, it is nearly always bound. This is on the list of the 'One Hundred Famous Books' issued by the Grolier Club."

* * *

I have several copies of the Boston News-Letter, the New England Courant, and other early newspapers printed prior to 1800. What is their probable value?

Inquiries of this kind never stop coming. It is easy enough to say that certain old newspapers are curious, have value, or should be preserved, but it is not easy to say just what they are worth in dollars and cents. Any copy of a newspaper published prior to 1780 is of value, and ought to be preserved for itself, regardless of its contents. Any newspaper printed at the time of the American Revolution is bound to be historically interesting. This is particularly true of papers published in the smaller cities and outside of the sphere of the major field of military operations, for they contain much that is not written in histories. Issues of the papers following the Revolution, while perhaps containing less information for the student of antiques, are no less valuable for the student of manners and customs, keeping pace with the changing fashion of the day. Of later papers—those appearing during the nineteenth century—much of the value rests in the contents, altho early numbers of any newspaper are worth preserving to complete files. The

first papers published in the Western States frequently bring good prices, being valued for their first-hand and generally reliable historical material. Some early and complete files of short-lived Far Western newspapers have brought very high prices. In every instance, however, the value of an early number depends upon three factors: its contents, its importance in completing some file, and its condition. If you have a file of an early newspaper, or any considerable run of papers of the Revolutionary War period, consult the Anderson Galleries. If you have only a few issues, it is not so easy to sell them because it is difficult to find the buyer who wants them.



I have Washington Irving's "Life of Washington" in three volumes, the first edition, which does not appear to be complete. Volume I and II on their titlepages have the words, "In Three Volumes," but they do not appear on the titlepage of the third volume. Will you explain what is the matter with my set?

Your set is incomplete. It should have five volumes. The work was originally planned to be published in three volumes. The first two bore the date 1855 on the titlepage. A year later, when Vol. III appeared, a slip was inserted entitled, "Publishers' Advertisement" calling attention to a "Note to the Third Volume," in which the author explained that he has been unable to complete his task in the space originally planned. The two additional volumes appeared in 1857 and 1859. In the "advertisement" mentioned the publishers said: "New titlepages, with the number of volumes correctly stated, will be furnished with the concluding volume." Many subscribers did not purchase the last two volumes and their sets remained incomplete.



I am getting a surprising number of catalogs of autographs from American and English dealers and also from the auction rooms. The prices asked and the prices realized under the hammer seem extraordinary. I have a collection of several hundred letters and would like to sell them

if I can get anything like the prevailing prices for them. How can I find a market for them?

We get many inquiries of this kind. It is impossible to give intelligent advice about the value and marketability of autographs without seeing them, and it is not practical to send them to us for examination. All depends upon the character of your letters. If they are desirable and valuable the best place to sell them is in the auction room. Consult one of the auction houses which is sending you catalogs. Its appraiser will quickly tell you if he can find a market for your letters. If they are unavailable and yet of value he will probably tell you what dealers to approach. In this way you will probably get expert advice if you do not find a market at once.

Catalogs Received

Livres anciens et modernes, beaux-arts, littérature, livres illustrés, mémoires. (No. 6; Items 329.) Aux Amateurs de Livres, 56 Faubourg Saint-Honoré, Paris, 8e, France.

Beau mélange d'ouvrages anciens et modernes sur les deux Amériques les Iles Philippines et les Iles de l'Atlantique, histoire, géographie, voyages, archéologie, linguistique, etc. (No. 17; Items 632.) Maisonneuve Frères, 3, Rue Du Sabot, Paris, 6e, France.

Farming and gardening. (Catalog of Dept. No. 5.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.

Miscellaneous books. (No. 100; Items 1699.) Schulte's Book Store, Inc., 80 Fourth Avenue, New York City.

Old prints, including colored caricatures by famous artists, interesting London views, British topography, Napoleonica, etc. (No. 99; Items 1489.) Suckling & Co., 13, Garrick St., London, W. C. 2, England.

Seventeenth and Eighteenth Century literature, including early medical works, law, trade, and a few old school books. (No. 14; Items 544.) E. Guntrip, 146a, High St., Tonbridge, Kent, England.

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Year-Round ~ BOOKSELLING NEWS

National Association of Book Publishers

July 15, 1928

25 W. 33rd Street, New York City

Library Extension Affects National Book Market

THE GROWTH in public libraries in America has amazed Europeans and has surprised our own critics who have proclaimed that the United States is not a book-loving nation.

The interesting development of work with children in the libraries, the book service rendered business and professional men and women, the special effort to aid people who are continuing to study after their years of formal education are over—all these movements have made the library an increasingly strong center of community life friendly and human in its appeal.

The work of the librarians of the country has had a vital influence on the widening of the book market for thousands of people have acquired enthusiasm for reading, the habit of having books in their homes and gradually building up personal libraries, as a result of the librarians' sharing of their own book discoveries and adventures. In this way the libraries have played a big part in the prosperity of the book business in recent years.

Library are making available the state a library adviser, though as yet there is no special appropriation for extension work. In several states the library appropriations remained the same while many other departments were cut. The Arkansas Free Library Service Bureau is supplementing its small appropriation by a gift for demonstration purposes.

"Definite growth of interest in the county library movement is evident. Endorsement by the Home and Community Department of the American Farm Bureau Federation is one indication; the mail that pours into A. L. A. Headquarters is another. Four states are working steadily for county library legislation—Arizona, Georgia, North Dakota, Oklahoma. Though bills did not pass in 1927, favorable sentiment is being built up for another effort in 1929. Among the 33 states with county library laws, Iowa and Kansas established their first county libraries this year."

State and County Libraries

The reports of progress in library extension in the Bulletin of the American Library Association are of interest to everyone engaged in work with books.

"The New Mexico, South Carolina and West Virginia Library Associations are working for legislation to create library commissions. In Alabama, where library extension has been one of several duties of the State Department of Archives, there is a movement for a library commission. The Mississippi Library Commission, established two years ago, is seeking its first legislative appropriation. The Louisiana Library Commission, though continuing to receive a grant from the Carnegie Corporation for demonstration purposes, has also a small state appropriation.

"Increased appropriations were reported in 1927 for a number of the older state agencies. Three more—California, Nebraska and New Hampshire—can be added. The California State Library expects to move into its new building before summer. The Texas State Library added a field agent to its staff in March. The Kansas Traveling Library Commission and the State

School Libraries

Parallel with the growth of city and county library service has been the increase in the number of elementary and high school libraries. The A. L. A. is fostering the development of the school library as an essential of the modern school and in the "School Library Yearbook No. 2," just issued, sets up standards for a model school library and reports the rapid strides made in all parts of the country.

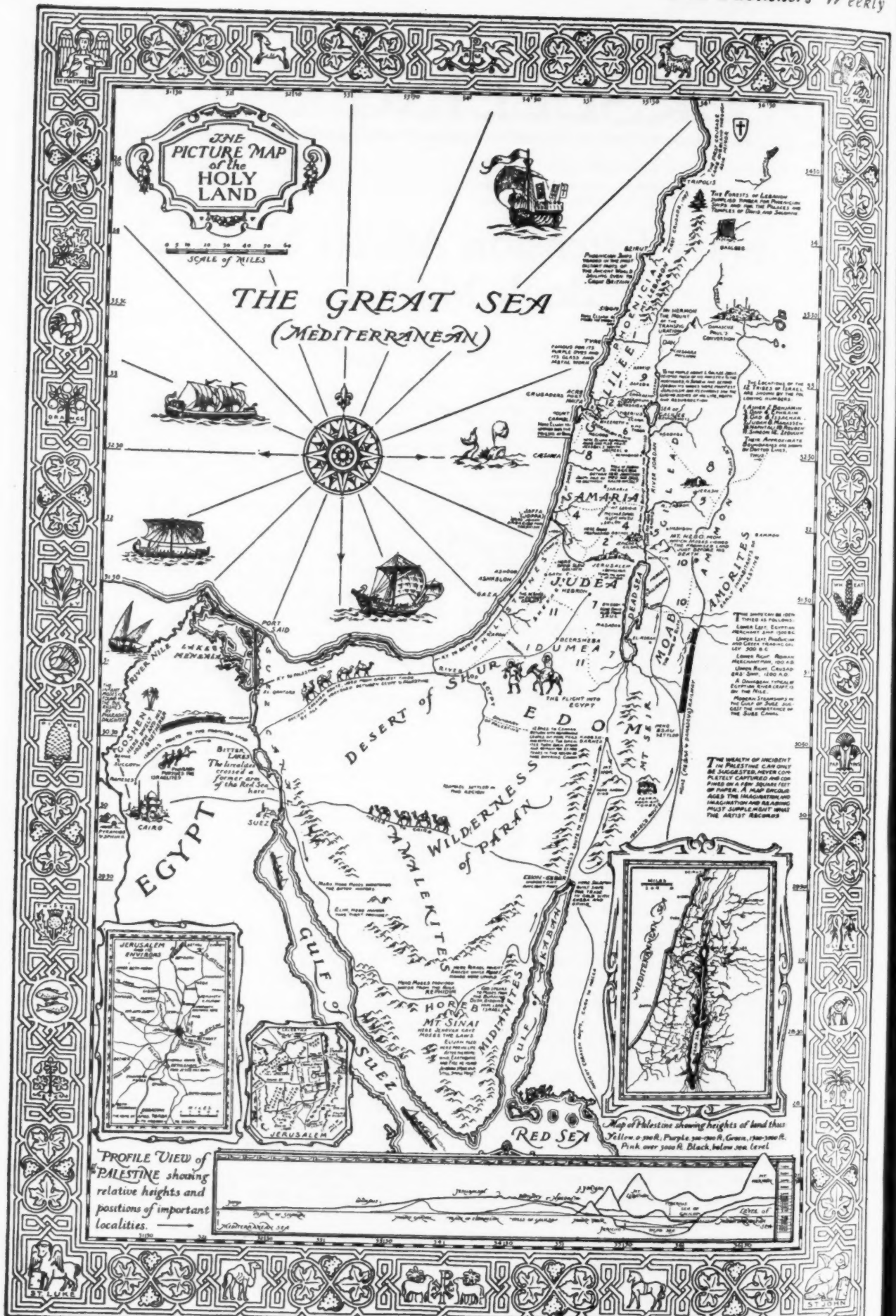
"The effective school librarian," says the Yearbook, "is one who stimulates in boys and girls a wholesome curiosity about books, and a desire to possess books; who helps to develop correct reading tastes, and encourages reading for pleasure and profit; who provides for pupils systematic instruction in the use of books and libraries, and for teachers and administrators intelligent professional service; who makes the library a center for the socialized activities of the school."

This emphasis on reading for recreation and on the stimulation of "a desire to possess books" is having its effect in a new recruiting of bookshop customers from the members of the younger generation.

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Have you ever seen a more superlative review than this?!!

A word for word reproduction of the first review of Show Girl, which appeared July 16 in Edward Hope's column on the editorial page of The New York Herald Tribune.

"SEMI-ANNUALLY, it seems from the back files, we find a book on which we are willing to stake our reputation as a critic of literature, which is a very serious matter, based, as it is, upon no fewer than four bought-and-paid-for reviews in tremendously important periodicals. On such occasions it is our custom to strip to the waist, swipe a fresh armful of copy-paper and tear into the typewriter so furiously that two office boys have to stand over it, dousing it with pails of water to keep it from bursting into flames.

"The thing has happened again. This time we mount the platform in almost limitless praise of J. P. McEvoy's 'Show Girl,' which was released to a fortunate public last week by Simon & Schuster. We recommend it to that small, select group of readers who see no harm in having a perfectly swell time with no ulterior motive at all. 'A book that is hard to lay down unfinished' is a reviewers' cliché we are unwilling to employ; all we will say is: let some member of your family get well started on 'Show Girl' and then try to get the book away.

"It is impossible to describe 'Show Girl.' Using only a collection of letters, telegrams, cablegrams, radiograms, newspaper clippings and a few pages of dialogue, McEvoy tells the swift tale of Dixie Dugan and her adventures, during a few months, with a greeting-card salesman, a South American tango and revolution man, a millionaire, a tabloid ghost writer, a felonious assault, a night club, a kidnapping, a vaudeville sketch, a great many alcoholic stimulants, sacred and attempted profane love, and a musical comedy that flops in Atlantic City and clicks on Broadway. But that gives only a faint idea of the



book, for it is much more than a quick story.

"'Show Girl' is of the jazz age jazzy, as spirited as a headwaiter at the rush hour, as boisterous as a Middle Western buyer in his first night club, as gay as the sight of the reserve supply of champagne, as up to the minute as to-night's bathtub gin, as bubbly as a new Welsh rabbit and as realistic as the check. . . .

"Lingering not an instant for analysis, interpretation or description, McEvoy creates a dozen characters who are flesh and cosmetics, blood and perspiration, so alive that the reader feels their elbows in his ribs in the subway, their heels on his insteps in the theater, their voices in his ears and their high-explosive highballs spilling in his lap in a night club.

"His back-stage stuff on the production of a musical show is enough to bring tears to the eyes of anyone who has ever lunched at the Astor. His telegrams show S. F. B. Morse's invention for the first time as a real gift from heaven. And his Dixie Dugan is the girl that all the pretty little tap-and-step-children ought to be but never are.

"We are able to resist the temptation to quote only because we realize that, once started, we should copy the whole book, page by page.

"According to the publishers, 'Show Girl' is being made into a motion picture and will probably become a musical show soon, but we shall not be satisfied unless George Gershwin makes a rhapsody of it, too, and it is broadcast from all radio stations and translated into canvases in oil, preferably not by Heywood Broun."

Tough luck for the moment: Show Girl is way out of stock. More copies ready though almost any minute now! — Simon and Schuster, Inc.